COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

FIRST REPORT FOR AUGUST, 1984

	EVENING 7:00–11:00 PM												
											All 7:00–11:00 PM		
	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	All 25–30 Min.	All 55–60 Min.	7:00–9:00 PM	9:00–11:00 PM(2)	Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	9.4	12.2	9.7	11.6		10.5	9.8	10.3	9.8	10.5	10.2	20.0	14.2
NO. OF PROGRAMS‡	8	7	23	4	IFR	7	23	24	26	30	56	23	79

	EVENING 6:00–7:00PM		MONDAY–FRIDAY 11:30–1:00AM	WEEKDAY DAYTIME 7:00AM–4:30PM						WEEKEND DAYTIME			
	Informational(1)										Sports		
	Once-a-Week	Multi-weekly	11:30PM–1:00AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Adult 7:00–10:00AM	10:00AM–1:00PM	1:00–4:30PM	10:00AM–4:30PM	Children's(1)	Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	5.3	9.2	4.2	6.7	6.1	3.7	5.6	6.7	6.2	3.7	4.9	10.6	9.0
NO. OF PROGRAMS‡	4	3	9	14	9	6	14	13	27	30	3	10	13

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.
(2) INCLUDES 8:30–9:30PM AND 8:30–10:00PM PROGRAMS.
(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.
(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

‡ PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING AUGUST 5, 1984

NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	SUMMR OLYMS-SUN- 7:00PM-2(S)	25.6	21,450
2	SUMMR OLYMS-WED- 7:00PM-2(S)	25.0	20,950
3	SUMMR OLYMS-TUE- 7:00PM-2(S)	24.5	20,530
4	SUMMR OLYMS-THU- 7:00PM-2(S)	23.9	20,030
4	XXIII OLYM OPEN-CEREMONY(S)	23.9	20,030
6	SUMMR OLYMS-SUN- 7:00PM-1(S)	23.5	19,690
7	SUMMR OLYMS-FRI- 7:00PM-2(S)	23.2	19,440
8	SUMMR OLYMS-MON- 7:00PM-2(S)	22.4	18,770
9	SUMMR OLYMS-SAT- 7:00PM-2(S)	22.3	18,690
10	ABC WRLD NEWS TONIGHT-SPC(S)	16.6	13,910
11	SUMMR OLYMS-SUN-10:30AM-2(S)	16.2	13,580
12	SUMMR OLYMS-SUN-11:30AM-1(S)	15.6	13,070
13	NBC MONDAY NIGHT MOVIES#	14.8	12,400
14	REAGAN FOR PRESIDENT(S)	14.6	12,230
15	CIRCUS OF THE STARS(S)	14.5	12,150
16	A TEAM	14.2	11,900
17	ABC WEDNESDAY NIGHT MOVIE#	13.8	11,560
17	SIMON & SIMON	13.8	11,560
17	SUMMR OLYMS-FRI-12:32AM-2(S)	13.8	11,560
17	SUMMR OLYMS-SAT-10:30AM-2(S)	13.8	11,560
21	RIPTIDE#	13.7	11,480
22	CAGNEY & LACEY#	13.0	10,890
23	FALL GUY#	12.7	10,640
24	REMINGTON STEELE	12.5	10,480
25	ABC WRLD NEWS TONIGHT-SP(S)	12.4	10,390
26	OLYMPIC GALA(S)	12.1	10,140
27	NBC SUNDAY NIGHT MOVIE	12.0	10,060
28	FAMILY TIES	11.8	9,890
28	TV BLOOPERS & PRAC. JOKES#	11.8	9,890
30	MAGNUM, P.I.	11.7	9,800
31	BENSON#	11.6	9,720
31	SCARECROW & MRS. KING	11.6	9,720
31	SUMMR OLYMS-MON- 4:00PM-2(S)	11.6	9,720
31	SUMMR OLYMS-WED-12:48AM-2(S)	11.6	9,720
35	CBS WEDNESDAY NIGHT MOVIE	11.5	9,640
35	NEWHART#	11.5	9,640
35	WEBSTER#	11.5	9,640
35	60 MINUTES	11.5	9,640

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

PROGRAM NAME / WK # DAY START TIME DUR NET	T/C THIS SEASON	PROG. TYPE	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	HOUSEHOLD AUDIENCES KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
•EVENING										
A TEAM	42		209	196	99	97	A	14.2	25	1190
1 TUE. 8.35P 60 NBC A							B	21.6	34	1810
2 TUE. 8.00P 120										
ABC BUSINESS BRIEF-WED-SP(S)				211		99	A	23.2	42	1944
2 WED. 8.57P 1 ABC N										
ABC BUSINESS BRIEF-WED	27		205		99		A	13.6	27	1140
1 WED. 8.58P 1 ABC N							B	18.0	29	1508
ABC BUSINESS BRIEF-FRI	24		203		98		A	11.5	23	964
1 FRI. 8.41P 1 ABC N							B	14.8	26	1240
ABC BUSINESS BRIEF-FRI-SP	5			214		99	A	24.6	46	2061
2 FRI. 9.00P 1 ABC N							B	9.8	20	821
ABC MONDAY NIGHT BSBL-PRE	5		200		96		A	7.4	15	620
1 MON. 8.00P 13 ABC SC							B	8.3	18	696
ABC MONDAY NIGHT BASEBALL	5		200		96		A	10.0	18	838
1 MON. 8.13P 186 ABC SE							B	10.4	19	872
ABC NEWSBRIEF-SAT(S)			216		99		A	24.4	48	2045
1 SAT. 9.06P 1 ABC N										
ABC NEWSBRIEF-SUN(S)			214		99		A	25.1	43	2103
1 SUN. 9.22P 2 ABC N										
ABC NEWSBRIEF-M-F	202		202		97		A	10.3	19	863
1 MON. 8.11P 1 ABC N							B	15.1	24	1265
1 TUE. 9.58P 1										
1 WED. 9.56P 1										
1 THU. 10.00P 1										
1 FRI. 10.13P 1										
ABC NEWSBRIEF SATURDAY(S)			209		99		A	27.0	49	2263
1 SAT. 10.01P 2 ABC N										
ABC NEWSBRIEF SUNDAY(S)			216		99		A	26.9	44	2254
1 SUN. 10.27P 2 ABC N										
ABC NEWSBRIEF-M-F SPECIAL(S)				212		99	A	28.0	47	2346
2 MON. 10.07P 2 ABC N										
2 TUE. 9.59P 1										
2 WED. 9.57P 2										
2 THU. 10.12P 1										
2 FRI. 10.04P 2										
ABC NEWSBRIEF-SAT SPEC.(S)				213		99	A	23.1	44	1936
2 SAT. 9.00P 2 ABC N										
ABC NEWSBRIEF-SAT SPECIAL(S)				215		99	A	24.8	45	2078
2 SAT. 9.57P 1 ABC N										
ABC NEWSBRIEF-SUN SPEC.(S)				214		99	A	28.3	49	2372
2 SUN. 9.00P 2 ABC N										
ABC NEWSBRIEF-SUN SPECIAL(S)				214		99	A	31.1	52	2606
2 SUN. 10.01P 2 ABC N										
ABC WEDNESDAY NIGHT MOVIE	6		201		96		A	13.8	24	1156
1 WED. 9.00P 116 ABC FF							B	13.8	26	1156
ABC WORLD NEWS TONIGHT	205		206		99		A	9.0	20	754
1 M-F 6.30P 30 ABC N							B	10.4	19	872
ABC WRLD NEWS TONIGHT-SP.(S)				165		94	A	11.2	26	939
2 M-F 6.30P 30 ABC N										
ABC WRLD NEWS TONIGHT-SPC(S)				166		93	A	16.6	37	1391
2 SUN. 6.30P 30 ABC N										
ABC WRLD NEWS TONIGHT-SP(S)			149		81		A	12.4	28	1039
1 SUN. 6.30P 30 ABC N										
AFTERMASH	2		198	190	97	99	A	6.6	12	553
1 TUE. 8.35P 30 CBS CS							B	6.6	12	553
2 TUE. 8.00P 30										
ALICE	20		196	194	99	98	A	11.3	19	947
SUN. 9.30P 30 CBS CS							B	15.9	25	1332
AT YOUR SERVICE(S)				191		98	A	9.9	17	830
2 WED. 9.30P 30 NBC CS										
BENSON	35		203		97		A	11.6	24	972
1 FRI. 8.00P 30 ABC CS							B	15.1	27	1265
BOONE	2		193	184	96	94	A	8.0	15	670
SAT. 10.00P 60 NBC GD							B	8.0	15	670
BOSOM BUDDIES	2		185	179	94	95	A	9.5	18	796
SAT. 9.00P 30 NBC CS							B	9.5	18	796
BUGS BUNNY'S MAD WORLD-TV(S)			190		99		A	6.2	13	520
1 SAT. 8.00P 30 CBS EA										
CAGNEY & LACEY	12			198		99	A	13.0	22	1089
2 MON. 10.00P 60 CBS OP							B	16.8	28	1408
CANDID CAMERA-MEN & WOMEN(S)				198		98	A	9.0	15	754
2 MON. 10.00P 60 NBC CV										
CBS EVENING NEWS-RATHER	209		202	203	99	99	A	10.1	22	846
M-F 6.30P 30 CBS N							B	12.7	24	1064
CBS EVENING NEWS-DEAN	30		182	181	91	90	A	4.8	10	402
SUN. 6.00P 30 CBS N							B	8.5	17	712
CBS SAT. NEWS-SCHIEFFER	34		167	163	89	88	A	6.1	15	511
SAT. 6.30P 30 CBS N							B	9.0	19	754
CBS SATURDAY NIGHT MOVIE	14		197	182	99	94	A	6.6	13	553
1 SAT. 8.30P 150 CBS FF							B	9.3	18	779
2 SAT. 9.00P 134										
CBS TUESDAY NIGHT MOVIES	28		189	195	97	99	A	8.9	15	746
1 TUE. 9.05P 120 CBS FF							B	14.7	24	1232
2 TUE. 9.00P 120										
CBS WEDNESDAY NIGHT MOVIE	35		191	190	95	98	A	11.5	20	964
1 WED. 9.00P 115 CBS FF							B	12.0	20	1006
2 WED. 9.00P 120										
CHEERS	30		206	202	99	99	A	10.9	19	913
THU. 9.00P 30 NBC CS							B	15.1	24	1265
CIRCUS OF THE STARS(S)			197		99		A	14.5	25	1215
1 MON. 9.00P 120 CBS GV										

KEY: A—CURRENT REPORT B—SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
EVENING CONT'D									
CROSSROADS	6	201	196	99	99	A	7.7	15	645
WED. 8.00P 60 CBS DO						B	7.4	15	620
DALLAS	36	199	197	99	99	A	9.1	17	763
FRI. 9.00P 60 CBS GD						B	22.6	37	1894
DICK CLARKS GOOD OL' DAYS(S)			190		97	A	7.6	13	637
2 MON. 8.00P 120 NBC GV									
DIFF'RENT STROKES-SAT.	40	193	188	96	90	A	8.6	18	721
SAT. 8.00P 30 NBC CS						B	13.4	25	1123
DOMESTIC LIFE	1		188		99	A	5.9	10	494
2 TUE. 8.30P 30 CBS CS						B	5.9	10	494
DOUBLE TROUBLE	3		190		96	A	10.1	19	846
2 WED. 8.00P 30 NBC CS						B	10.1	21	846
DUKES OF HAZZARD	36	196	194	98	99	A	8.8	17	737
1 FRI. 8.00P 53 CBS CS						B	14.5	26	1215
2 FRI. 8.00P 60									
FACTS OF LIFE	37		192		98	A	11.0	18	922
2 WED. 9.00P 30 NBC CS						B	16.2	25	1358
FALCON CREST	34	196	197	99	99	A	8.3	15	696
FRI. 10.00P 60 CBS GD						B	19.5	34	1634
KNIGHT RIDER	36	199	197	99	97	A	9.7	18	813
SUN. 8.00P 60 NBC A						B	15.5	25	1299
KNOTS LANDING	32	202	196	99	99	A	9.6	17	804
THU. 10.00P 60 CBS GD						B	18.1	30	1517
MAGNUM, P.I.	40	202	197	99	99	A	11.7	22	980
THU. 8.00P 60 CBS PD						B	19.8	32	1659
MAMA'S FAMILY	2	186	179	94	96	A	10.2	19	855
SAT. 9.30P 30 NBC CS						B	10.2	19	855
MASTER	17		182		91	A	6.6	13	553
2 FRI. 8.00P 60 NBC A						B	9.6	18	804
MOVIE OF THE WEEK-FRIDAY	13	172	178	94	94	A	10.5	20	880
1 FRI. 8.00P 175 NBC FF						B	10.3	19	863
2 FRI. 9.00P 120									
NBC MAJOR LGE. PRE-WED.(S)		196		99		A	7.7	17	645
1 WED. 8.00P 18 NBC SC									
NBC MAJOR LGE. BSBL-WED.(S)		197		99		A	8.7	17	729
1 WED. 8.18P 224 NBC SE									
NBC MONDAY NIGHT MOVIES	30	190		96		A	14.8	25	1240
1 MON. 9.00P 120 NBC FF						B	17.7	28	1483
NBC NEWS DIGEST-M-F	208	178	171	90	86	A	8.8	16	737

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
FALL GUY	39	206		99		A	12.7	26	1064
1 WED. 8.00P 60 ABC A						B	17.9	29	1500
FAMILY TIES	28	201	202	98	99	A	11.8	21	989
THU. 8.30P 30 NBC CS						B	14.3	23	1198
FOUR SEASONS	10	194		99		A	6.9	12	578
1 SUN. 8.30P 30 CBS CS						B	9.3	17	779
FOUL UPS, BLEEPS-BLUNDERS	22	202		99		A	8.8	17	737
1 TUE. 8.37P 23 ABC U						B	13.8	23	1156
GIMME A BREAK	38	193	196	97	99	A	10.9	21	913
THU. 8.00P 30 NBC CS						B	14.1	23	1182
GOODNIGHT, BEANTOWN	2	193		98		A	7.5	14	629
1 SUN. 8.00P 30 CBS CS						B	7.5	15	629
GOODNIGHT, BEANTOWN	1		195		99	A	7.0	13	587
2 SUN. 8.30P 30 CBS CS						B	7.0	13	587
HART TO HART	34	203		99		A	9.9	18	830
1 TUE. 10.00P 60 ABC PD						B	14.7	25	1232
HILL STREET BLUES	38	210	207	99	99	A	10.9	19	913
THU. 10.00P 60 NBC OP						B	16.0	27	1341
HOTEL	5	202		97		A	7.6	14	637
1 TUE. 9.00P 60 ABC GD						B	10.2	18	855
JEFFERSONS	33	198	195	99	99	A	10.4	18	872
SUN. 9.00P 30 CBS CS						B	16.3	25	1366
JENNIFER SLEPT HERE	3		189		96	A	10.6	19	888
2 WED. 8.30P 30 NBC CS						B	10.2	20	855
1 M & TH 8.58P 1 NBC N						B	12.4	20	1039
1 TUE. 9.33P 1									
1 WED. 8.16P 1									
1 FRI. 8.55P 1									
2 MON. 9.05P 1									
2 TUE. 9.04P 1									
2 W-F 8.58P 1									
NBC NEWS DIGEST-2-M-F	98	181	179	90	89	A	8.2	14	687
1 TUE. 10.33P 1 NBC N						B	12.3	19	1031
1 THU. 9.58P 1									
2 M & TH 9.58P 1									
NBC NEWS DIGEST-SAT	42	173	164	85	80	A	8.2	16	687
SAT. 8.58P 1 NBC N						B	10.6	19	888
NBC NEWS DIGEST-2-SAT.	20	175	172	88	90	A	8.4	15	704
SAT. 9.58P 1 NBC N						B	9.0	16	754
NBC NEWS DIGEST-SUN	42	177	175	88	84	A	8.1	14	679
SUN. 8.58P 1 NBC N						B	13.2	20	1106
NBC NIGHTLY NEWS-SAT.	35	162	156	90	87	A	5.1	12	427
SAT. 6.30P 30 NBC N						B	8.0	16	670
NBC NIGHTLY NEWS-SUN	29	164	166	87	88	A	5.3	11	444
SUN. 6.30P 30 NBC N						B	6.8	14	570
NBC NIGHTLY NEWS	209	199	201	97	99	A	8.4	18	704
M-F 6.30P 30 NBC N						B	10.5	20	880
NBC SUNDAY NIGHT MOVIE	33	190	195	98	97	A	12.0	20	1006
SUN. 9.00P 120 NBC FF						B	15.7	25	1316

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG AUD (0,000)
EVENING CONT'D									
NEWHART	31		196		99	A	11.5	18	964
2 MON. 9.30P 30 CBS CS						B	17.0	25	1425
NEWSBREAK-M-F	206	189	176	94	91	A	8.7	16	729
1 MWTHF 8.58P 1 CBS N						B	14.1	22	1182
1 TUE. 9.04P 1									
2 MON. 8.57P 2									
2 TU-F 8.58P 1									
NEWSBREAK-SAT.	41	193	178	98	92	A	5.7	11	478
SAT. 8.58P 1 CBS N						B	9.3	17	779
NEWSBREAK-SUN.	42	186	187	97	97	A	7.8	14	654
1 SUN. 8.58P 1 CBS N						B	14.8	23	1240
2 SUN. 8.28P 1									
NIGHT COURT	8	197	195	99	99	A	9.8	17	821
THU. 9.30P 30 NBC CS						B	12.4	21	1039
OLYMPIC GALA(S)		208		99		A	12.1	22	1014
1 THU. 8.00P 180 ABC GV									
ONE DAY AT A TIME	7		195		99	A	11.1	18	930
2 MON. 9.00P 30 CBS CS						B	13.7	23	1148
ONE DAY AT A TIME(B)	12		194		98	A	7.9	15	662
SUMMER SUNDAY USA	6	150	151	87	89	A	2.8	6	235
SUN. 7.00P 60 NBC DN						B	3.1	7	260
SUMMR OLYMS-SUN- 7:00PM-1(S)		215		99		A	23.5	44	1969
1 SUN. 7.00P 241 ABC SE									
& 11.06P 67									
SUMMR OLYMS-MON- 7:00PM-2(S)			214		99	A	22.4	41	1877
2 MON. 7.00P 242 ABC SE									
& 11.07P 55									
SUMMR OLYMS-TUE- 7:00PM-2(S)			214		99	A	24.5	45	2053
2 TUE. 7.00P 301 ABC SE									
SUMMR OLYMS-WED- 7:00PM-2(S)			214		99	A	25.0	46	2095
2 WED. 7.00P 317 ABC SE									
SUMMR OLYMS-THU- 7:00PM-2(S)			214		99	A	23.9	45	2003
2 THU. 7.00P 244 ABC SE									
& 11.09P 51									
SUMMR OLYMS-FRI- 7:00PM-2(S)			214		99	A	23.2	45	1944
2 FRI. 7.00P 242 ABC SE									
& 11.07P 54									
SUMMR OLYMS-SAT- 7:00PM-2(S)			215		99	A	22.3	45	1869
2 SAT. 7.00P 250 ABC SE									
& 11.16P 36									

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG AUD (0,000)
2 SUN. 8.00P 30 CBS CS						B	16.7	25	1399
REAGAN FOR PRESIDENT(S)		197		97		A	14.6	27	1223
1 WED. 10.55P 5 CBS P									
REAGAN FOR PRESIDENT-FRI(S)		198		98		A	8.9	16	746
1 FRI. 8.53P 7 CBS P									
REAGAN POLITICAL-NBC-FRI(S)		174		94		A	9.5	19	796
1 FRI. 10.55P 5 NBC P									
REAGAN-BUSH '84 COMM.(S)		206		99		A	11.7	21	980
1 WED. 10.56P 4 ABC P									
REMINGTON STEELE	24	196	194	98	98	A	12.5	22	1048
1 TUE. 10.35P 60 NBC PD						B	14.8	25	1240
2 TUE. 10.00P 60									
RIPTIDE	23	193		97		A	13.7	24	1148
1 TUE. 9.35P 60 NBC PD						B	16.8	26	1408
ST. ELSEWHERE	32		200		99	A	8.2	14	687
2 WED. 10.00P 60 NBC GD						B	12.8	22	1073
SCARECROW & MRS. KING	37	203	194	99	99	A	11.6	21	972
MON. 8.00P 60 CBS GD						B	16.5	26	1383
SILVER SPOONS	11	188	183	95	90	A	9.7	19	813
SAT. 8.30P 30 NBC CS						B	10.1	22	846
SIMON & SIMON	35	204	196	99	98	A	13.8	24	1156
THU. 9.00P 60 CBS PD						B	21.7	34	1818
60 MINUTES	44	195	197	98	99	A	11.5	23	964
SUN. 7.00P 60 CBS DN						B	21.2	36	1777
SUMMR OLYMS-SUN- 7:00PM-2(S)			214		99	A	25.6	48	2145
2 SUN. 7.00P 243 ABC SE									
& 11.08P 49									
TV BLOOPERS & PRAC. JOKES	25	206		99		A	11.8	23	989
1 MON. 8.00P 60 NBC CV						B	17.3	28	1450
TRAPPER JOHN, M.D.	35	197	195	99	99	A	11.4	19	955
SUN. 10.00P 60 CBS GD						B	16.2	27	1358
XXIII OLYMPIAD PREVIEW(S)		215		99		A	10.8	21	905
1 FRI. 9.00P 120 ABC SC									
XXIII OLYM OPEN-CEREMONY(S)		215		99		A	23.9	48	2003
1 SAT. 7.30P 222 ABC SC									
WATERSHIP DOWN PT.1(S)			172		87	A	4.5	9	377
2 SAT. 8.00P 60 CBS EA									
WEBSTER	35	204		98		A	11.5	23	964
1 FRI. 8.30P 30 ABC CS						B	16.2	28	1358
*LATE FRINGE									
ABC NEWS:NIGHTLINE-MON	5	196		96		A	4.3	13	360
1 MON. 11.42P 30 ABC N						B	4.1	14	344
ABC NEWS:NIGHTLINE	6	193		96		A	5.1	14	427
1 TU-F 11.30P 30 ABC N						B	5.6	15	469
ABC ROCKS	4	148		79		A	2.0	6	168
1 FRI. 12.00M 32 ABC PC						B	2.2	7	184
ABC WEEKEND REPORT-SAT.	40	165		88		A	4.1	11	344
1 SAT. 11.42P 15 ABC N						B	4.8	10	402

KEY: A—CURRENT REPORT B—SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET	T/C THIS SEASON PROG. TYPE	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	HOUSEHOLD AUDIENCES KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
LATE FRINGE CONT'D									
ABC WKEND REPORT-SAT(S)			132		78	A	4.1	12	344
2 SAT. 12.16A 15 ABC N									
ABC WKEND REPORT-SUN(S)			145		84	A	4.0	14	335
2 SUN. 12.18A 15 ABC N									
ABC WEEKEND REPORT-SUN.	41	162		88		A	2.7	17	226
1 SUN. 12.43A 15 ABC N						B	4.3	11	360
CBS NEWS NIGHTWATCH-1	191	70	69	67	67	A	1.4	14	117
1 MWTHSU 2.00A 30 CBS N						B	1.4	15	117
1 TUE. 2.06A 24									
2 M-THSU 2.00A 30									
CBS NEWS NIGHTWATCH-2	210	102	103	88	88	A	1.0	20	84
M-THSU 2.30A 210 CBS N						B	1.2	23	101
CBS SUNDAY NEWS-OSGOOD	42	128	131	71	72	A	4.3	9	360
1 SUN. 11.00P 15 CBS N						B	5.8	12	486
2 SUN. 11.30P 15									
DAVID LETTERMAN I	166	185	181	96	96	A	3.0	13	251
1 M & TH 12.30A 30 NBC GV						B	3.0	15	251
1 TUE. 1.05A 30									
1 WED. 12.32A 30									
2 M-TH 12.30A 30									
DAVID LETTERMAN SPECIAL(S)			196		98	A	3.8	11	318
2 SAT. 11.30P 78 NBC GV									
DAVID LETTERMAN II	166	185	181	96	96	A	2.4	14	201
1 M & TH 1.00A 30 NBC GV						B	2.3	15	193
1 TUE. 1.35A 30									
1 WED. 1.02A 30									
2 M-TH 1.00A 30									
EYE ON HOLLYWOOD	74	115		63		A	1.4	5	117
1 MON. 12.12A 30 ABC GV						B	2.0	7	168
1 TU & W 12.00M 31									
1 THU. 12.00M 30									
FRIDAY NIGHT VIDEOS	41	194	196	98	98	A	2.7	12	226
FRI. 12.30A 90 NBC PC						B	3.7	17	310
LATE MOVIE I	210	174	170	88	89	A	4.9	14	411
MON. 11.30P 68 CBS FF						B	6.0	20	503
1 TUE. 11.36P 67									
1 W & TH 11.30P 67									
FRI. 11.30P 69									
2 TU & W 11.30P 67									
2 THU. 11.30P 66									
LATE MOVIE II	211	174	170	88	89	A	3.5	17	293
1 MON. 12.38A 50 CBS FF						B	4.1	23	344
1 TUE. 12.43A 51									
1 WED. 12.37A 54									
1 THU. 12.37A 46									
1 FRI. 12.39A 47									
2 MON. 12.38A 43									
2 TUE. 12.37A 55									
2 WED. 12.37A 48									
2 THU. 12.36A 46									
2 FRI. 12.39A 50									
NBC LATE NIGHT MOVIE	42	71	71	44	45	A	1.4	5	117
1 SUN. 11.45P 121 NBC FF						B	1.5	6	126
2 SUN. 11.45P 93									
SATURDAY NIGHT	37	202		99		A	6.6	20	553
1 SAT. 11.30P 82 NBC GV						B	7.1	21	595
SUMMR OLYMS-MON-12:34AM-2(S)			213		99	A	9.6	37	804
2 MON. 12.34A 86 ABC SE									
SUMMR OLYMS-TUE-12:32AM-2(S)			214		99	A	8.7	34	729
2 TUE. 12.32A 88 ABC SE									
SUMMR OLYMS-WED-12:48AM-2(S)			214		99	A	11.6	47	972
2 WED. 12.48A 80 ABC SE									
SUMMR OLYMS-THU-12:31AM-2(S)			214		99	A	10.5	41	880
2 THU. 12.31A 79 ABC SE									
SUMMR OLYMS-FRI-12:32AM-2(S)			213		99	A	13.8	45	1156
2 FRI. 12.32A 88 ABC SE									
SUMMR OLYMS-SAT-12:31AM-2(S)			214		99	A	10.8	37	905
2 SAT. 12.31A 83 ABC SE									
SUMMR OLYMS-SUN-12:33AM-2(S)			213		99	A	10.2	39	855
2 SUN. 12.33A 81 ABC SE									
TONIGHT SHOW	205	201	197	99	99	A	5.4	15	453
1 MTHF 11.30P 60 NBC GV						B	6.7	21	561
1 TUE. 12.05A 60									
2 M-F 11.30P 60									
•WEEKDAY DAYTIME									
ABC DAYTIME NWSBRIEF-SP.(S)			212		99	A	12.8	36	1073
2 MON. 5.09P 1 ABC N									
ABC DAYTIME NEWSBRIEF-SP.(S)			213		99	A	11.1	32	930
2 TUE. 4.54P 1 ABC N									
ABC DAYTIME NEWSBRIEF-SP.(S)			206		99	A	10.0	30	838
2 W-F 3.57P 1 ABC N									
ABC DAYTIME NEWSBRIEF-M-F	50	207		99		A	7.5	25	629
1 M-F 2.57P 2 ABC N						B	7.4	26	620
ABC WORLD NEWS-MORN-615A	75	101		72		A	.9	15	75
1 M-F 6.15A 15 ABC N						B	1.1	14	92
ABC WORLD NEWS-MORN-645A	203	158		87		A	1.4	16	117
1 M-F 6.45A 15 ABC N						B	2.0	16	168
ABC WRLD NEWS-SPC-6:15A-1(S)			100		73	A	.9	16	75
2 M-F 6.15A 15 ABC N									
ABC WRLD NEWS-SPC-6:45A-1(S)			143		84	A	1.4	18	117
2 M-F 6.45A 15 ABC N									

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WEEKDAY DAYTIME CONT'D									
ALL MY CHILDREN SPECIAL(S)			203		99	A	10.4	33	872
2 TU-F 2.00P 40 ABC DD									
ALL MY CHILDREN	205	206		99		A	8.8	27	737
1 M-F 1.00P 60 ABC DD						B	8.7	28	729
ALL MY CHILDREN-SPECIAL(S)			203		99	A	10.0	31	838
2 MON. 2.01P 40 ABC DD									
ANOTHER WORLD	203	201	200	99	99	A	5.6	18	469
M-F 2.00P 60 NBC DD						B	5.6	19	469
AS THE WORLD TURNS	204	204	202	99	99	A	7.4	23	620
M-F 1.30P 60 CBS DD						B	7.7	25	645
BODY LANGUAGE	40	110	105	59	59	A	3.3	10	277
M-F 4.00P 30 CBS PV						B	3.2	10	268
CAPITOL	207	196	195	96	95	A	6.1	20	511
M-F 2.30P 30 CBS DD						B	6.4	22	536
CBS EARLY MORNING NEWS	210	131	132	87	87	A	1.2	18	101
M-F 6.30A 30 CBS N						B	1.5	17	126
CBS MORNING NEWS 1	210	198	198	99	99	A	3.0	20	251
M-F 7.30A 30 CBS N						B	3.4	17	285
CBS MORNING NEWS 2	209	198	198	99	99	A	3.1	15	260
M-F 8.30A 30 CBS N						B	3.6	16	302
DAYS OF OUR LIVES	206	206	204	99	99	A	7.3	22	612
M-F 1.00P 60 NBC DD						B	7.2	23	603
DIFF'RENT STROKES M-F	25	137	136	68	65	A	4.1	14	344
M-F 12.00N 30 NBC CS						B	3.9	13	327
EDGE OF NIGHT	204	120		69		A	2.6	8	218
1 M-F 4.00P 30 ABC DD						B	3.2	10	268
FACTS OF LIFE M-F	143	142	136	87	85	A	5.7	23	478
M-F 10.00A 30 NBC CS						B	4.6	19	385
FAMILY FEUD	204	178		89		A	4.4	15	369
1 M-F 12.00N 30 ABC QP						B	4.7	17	394
GENERAL HOSPITAL-SPECIAL(S)			207		99	A	9.7	29	813
2 MON. 3.21P 39 ABC DD									
GENERAL HOSPITAL SPECIAL(S)			207		99	A	10.3	32	863
2 TU-F 3.20P 40 ABC DD									
GENERAL HOSPITAL	203	209		99		A	9.2	30	771
1 M-F 3.00P 60 ABC DD						B	10.0	31	838
GOOD MORNING, AMERICA-730	209	203	202	99	99	A	3.8	26	318
M-F 7.30A 30 ABC N						B	4.8	24	402
GOOD MORNING, AMERICA-830	208	204	203	99	99	A	5.0	25	419
M-F 8.30A 30 ABC N						B	5.4	24	453
GUIDING LIGHT	205	205	204	99	99	A	7.6	24	637
M-F 3.00P 60 CBS DD						B	7.9	24	662
LOVE REPORT-M-F	25	176		89		A	3.0	12	251
1 M-F 11.00A 30 ABC U						B	2.9	11	243
LOVING	204	201		96		A	3.4	13	285
1 M-F 11.30A 30 ABC DD						B	3.8	15	318
MATCH GM/HOLLYWOOD SQS HR	176	150		78		A	3.9	13	327
1 M-F 3.00P 60 NBC QG						B	3.8	12	318
NBC NEWS AT SUNRISE	210	166	167	90	90	A	1.2	15	101
M-F 6.30A 30 NBC N						B	1.4	12	117
NBC NEWS DIGEST-DAYTIME	85	198	197	99	99	A	5.1	17	427
MWF 2.57P 1 NBC N						B	4.7	16	394
NEWSBREAK-11.57	208	183	177	91	87	A	7.6	27	637
M-F 11.57A 2 CBS N						B	7.8	30	654
NEWSBREAK-3.57	205	189	191	94	95	A	6.1	19	511
M-F 3.57P 2 CBS N						B	6.5	19	545
ONE LIFE TO LIVE	203	207		99		A	7.2	24	603
1 M-F 2.00P 60 ABC DD						B	7.8	26	654
ONE LIFE TO LIVE SPECIAL(S)			205		99	A	9.5	31	796
2 TU-F 2.40P 40 ABC DD									
ONE LIFE TO LIVE-SPECIAL(S)			205		99	A	8.6	27	721
2 MON. 2.41P 40 ABC DD									
PRESS YOUR LUCK	210	160	160	80	80	A	5.3	21	444
M-F 10.30A 30 CBS QP						B	5.0	21	419
PRICE IS RIGHT 1	206	204	200	99	99	A	7.6	28	637
M-F 11.00A 30 CBS AP						B	7.2	29	603
PRICE IS RIGHT 2	207	204	200	99	99	A	9.2	33	771
M-F 11.30A 30 CBS AP						B	9.6	38	804
REAGAN POLITICAL-NBC(S)		199		99		A	4.3	21	360
1 THU. 8.55A 5 NBC P									
RYAN'S HOPE	205	178		93		A	4.7	16	394
1 M-F 12.30P 30 ABC DD						B	4.8	17	402
SALE OF THE CENTURY	204	155	150	84	83	A	5.0	19	419
M-F 10.30A 30 NBC QG						B	4.7	19	394
SANTA BARBARA	5		184		93	A	3.8	12	318
2 M-F 3.00P 60 NBC DD						B	3.8	12	318
SCRABBLE	25	187	190	92	93	A	6.0	21	503
M-F 11.30A 30 NBC QG						B	6.3	23	528
SEARCH FOR TOMORROW	208	155	152	78	76	A	3.5	11	293
M-F 12.30P 30 NBC DD						B	3.2	11	268
SUMMR OLYMS-MON-11:00AM-2(S)			207		99	A	8.9	29	746
2 MON. 11.00A 181 ABC SE									
SUMMR OLYMS-MON- 4:00PM-2(S)			212		99	A	11.6	34	972
2 MON. 4.00P 90 ABC SE									
SUMMR OLYMS-TUE-11:00AM-2(S)			207		99	A	10.0	33	838
2 TUE. 11.00A 180 ABC SE									
SUMMR OLYMS-TUE- 4:00PM-2(S)			213		99	A	11.1	32	930
2 TUE. 4.00P 90 ABC SE									

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WEEKDAY DAYTIME CONT'D									
SUMMR OLYMS-WED-11:00AM-2(S)		207		99		A	9.3	30	779
2 WED. 11.00A 180 ABC SE									
SUMMR OLYMS-WED- 4:00PM-2(S)		213		99		A	10.6	31	888
2 WED. 4.00P 90 ABC SE									
SUMMR OLYMS-THU-11:00AM-2(S)		207		99		A	9.9	32	830
2 THU. 11.00A 180 ABC SE									
SUMMR OLYMS-THU- 4:00PM-2(S)		212		99		A	10.4	31	872
2 THU. 4.00P 90 ABC SE									
SUMMR OLYMS-FRI-11:00AM-2(S)		207		99		A	9.2	31	771
2 FRI. 11.00A 180 ABC SE									
SUMMR OLYMS-FRI- 4:00PM-2(S)		212		99		A	10.4	30	872
2 FRI. 4.00P 92 ABC SE									
TODAY SHOW-7.30AM	210	200	201	99	99	A	3.4	22	285
M-F 7.30A 30 NBC N						B	3.8	19	318
TODAY SHOW-8.30AM	209	200	201	99	99	A	3.8	19	318
1 MTUWF 8.30A 30 NBC N						B	4.3	19	360
1 THU. 8.30A 25									
2 M-F 8.30A 30									
$25,000 PYRAMID	205	166	166	86	86	A	4.9	20	411
M-F 10.00A 30 CBS QP						B	5.0	21	419
WHEEL OF FORTUNE	206	208	206	99	99	A	7.6	28	637
M-F 11.00A 30 NBC QG						B	7.3	30	612
YOUNG AND THE RESTLESS	207	206	201	99	99	A	8.6	28	721
M-F 12.30P 60 CBS DD						B	8.6	31	721
•WEEKEND DAYTIME									
ABC WEEKEND SPECIALS(8)		164		78		A	3.2	12	268
1 SAT. 12.00N 30 ABC FV									
ABC WIDE WORLD-SPORTS SAT	32	207		99		A	4.4	13	369
1 SAT. 3.00P 210 ABC SA						B	7.3	17	612
ALVIN AND THE CHIPMUNKS	43	200	197	97	97	A	6.5	25	545
SAT. 10.30A 30 NBC CA						B	7.9	28	662
AMERICAN BANDSTAND	34	174		84		A	3.5	13	293
1 SAT. 12.30P 60 ABC PC						B	4.2	14	352
BENJI,ZAX & THE-PRINCE	20	180	175	89	89	A	3.5	12	293
SAT. 12.30P 30 CBS CA						B	3.6	13	302
BEST OF SCOOBY DOO	25	197		98		A	4.0	16	335
1 SAT. 11.30A 30 ABC CA						B	5.0	18	419
BISKITTS	20	177	170	88	88	A	4.1	14	344
SAT. 12.00N 30 CBS CA						B	3.8	14	318
BUGS BUNNY/ROAD RUNNER 1	24	200	191	98	97	A	4.4	17	369
SAT. 10.30A 30 CBS CA						B	4.7	17	394
BUGS BUNNY/ROAD RUNNER 2	24	196	188	96	96	A	5.7	21	478
SAT. 11.00A 30 CBS CA						B	5.7	21	478
BUGS BUNNY/ROAD RUNNER 3	24	188	180	93	93	A	5.5	20	461
SAT. 11.30A 30 CBS CA						B	5.3	19	444
CAPTAIN KANGAROO-SAT	44	129	128	83	83	A	.5	9	42
SAT. 7.00A 60 CBS CL						B	1.2	14	101
CBS CHILDREN'S FILM FEST.	29	154	148	78	78	A	2.5	8	210
SAT. 1.30P 30 CBS CL						B	2.6	9	218
CBS SPORTS SPEC.(S)		193		96		A	3.3	11	277
1 SAT. 3.00P 60 CBS SE									
CHARLIE BROWN&SNOOPY SHOW	24	187	186	94	94	A	1.5	16	126
SAT. 8.00A 30 CBS CA						B	2.7	19	226
DUNGEONS AND DRAGONS	44	199	198	97	97	A	3.8	18	318
SAT. 9.30A 30 CBS CA						B	5.5	22	461
FACE THE NATION	44	158	161	92	92	A	2.5	9	210
1 SUN. 11.30A 30 CBS CC						B	3.2	11	268
2 SUN. 10.30A 30									
FLINTSTONE FUNNIES	44	186	187	95	95	A	2.1	23	176
SAT. 8.00A 30 NBC CA						B	3.0	21	251
HARTFORD OPEN-SAT.(S)		191		97		A	3.7	11	310
1 SAT. 4.00P 119 CBS SE									
HARTFORD OPEN-SUN.(S)		196		99		A	3.8	9	318
1 SUN. 4.36P 92 CBS SE									
IN THE NEWS- 8.26AM	44	187	186	94	94	A	1.8	16	151
SAT. 8.26A 3 CBS CN						B	3.1	20	260
IN THE NEWS- 9.56AM	44	199	198	97	97	A	3.6	17	302
SAT. 9.56A 3 CBS CN						B	5.0	19	419
IN THE NEWS-10.26AM	41	195	194	96	96	A	3.8	16	318
SAT. 10.26A 3 CBS CN						B	4.4	16	369
IN THE NEWS-11.56AM	24	188	180	93	93	A	4.5	16	377
SAT. 11.56A 3 CBS CN						B	4.9	18	411
IN THE NEWS-12.26PM	20	177	170	88	88	A	3.8	13	318
SAT. 12.26P 3 CBS CN						B	3.4	12	285
IN THE NEWS-12.56PM	31	179	175	89	89	A	3.0	10	251
SAT. 12.56P 3 CBS CN						B	4.3	14	360
IN THE NEWS- 1.26PM	30	170	167	87	88	A	3.1	10	260
SAT. 1.26P 3 CBS CN						B	3.9	13	327
INT'L AMATEUR BOWLING(S)			186		95	A	2.5	7	210
2 SAT. 3.00P 90 CBS SE									
LITTLES	43	200		96		A	4.2	17	352
1 SAT. 10.30A 30 ABC CA						B	5.5	20	461
MEET THE PRESS	40	180	181	97	97	A	2.1	6	176
SUN. 12.30P 30 NBC CC						B	2.8	9	235
MEMPHIS GOLF CLASSIC(SAT)(S)			188		98	A	2.4	6	201
2 SAT. 4.30P 89 CBS SE									
MEMPHIS GOLF CLASSIC(SUN)(S)			196		99	A	2.4	6	201
2 SUN. 3.30P 153 CBS SE									

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WEEKEND DAYTIME CONT'D									
MENUDO-10:25AM	44	199	175	99	85	A	4.6	19	385
SAT. 10.25A 4 ABC CN						B	5.6	21	469
MENUDO-11:55AM	25	196		96		A	4.5	17	377
1 SAT. 11.55A 4 ABC CN						B	4.9	18	411
MR. T	43	201	200	97	99	A	6.2	22	520
SAT. 11.00A 30 NBC CA						B	7.5	26	629
MONCHHICHIS	27	193	172	95	81	A	1.6	18	134
SAT. 8.00A 30 ABC CA						B	2.9	20	243
NBC MAJOR LEAGUE PRE GAME	16	202	200	99	99	A	3.6	12	302
1 SAT. 1.30P 17 NBC SC						B	4.9	18	411
2 SAT. 2.00P 17									
NBC MAJOR LEAGUE BASEBALL	16	202	200	99	99	A	5.8	17	486
1 SAT. 1.47P 191 NBC SE						B	6.6	22	553
2 SAT. 2.17P 245									
NEW FAT ALBERT SHOW	29	170	167	87	88	A	3.3	11	277
SAT. 1.00P 30 CBS CA						B	3.9	13	327
NEW SCOOBY & SCRAPPY DOO	27	201	178	99	85	A	3.6	19	302
SAT. 9.00A 30 ABC CA						B	4.6	21	385
ONE TO GROW ON-8:28AM	31	186	187	95	95	A	2.6	25	218
SAT. 8.28A 2 NBC CN						B	3.8	25	318
ONE TO GROW ON-8:58AM	44	196	197	97	97	A	3.4	24	285
SAT. 8.58A 2 NBC CN						B	4.7	24	394
ONE TO GROW ON-10:28AM	41	206	206	99	99	A	6.3	26	528
SAT. 10.28A 2 NBC CN						B	8.4	31	704
ONE TO GROW ON-10:58AM	43	200	197	97	97	A	6.2	24	520
SAT. 10.58A 2 NBC CN						B	7.6	28	637
ONE TO GROW ON-12:28PM	28	148	145	74	74	A	3.5	12	293
SAT. 12.28P 2 NBC CN						B	5.0	17	419
PAC-MAN	44	200	175	99	85	A	3.9	18	327
SAT. 9.30A 30 ABC CA						B	5.0	20	419
PUPPY-FURTHER ADVENTURES	42	200		96		A	3.8	15	318
1 SAT. 11.00A 30 ABC CA						B	5.3	19	444
RASCALS/RICHIE RICH	44	193	171	98	84	A	2.5	18	210
SAT. 8.30A 30 ABC CA						B	3.8	20	318
RUBIK, THE AMAZING CUBE	44	200	193	99	96	A	4.5	21	377
SAT. 10.00A 30 ABC CA						B	5.8	22	486
SATURDAY SUPERCADE	44	195	195	95	95	A	2.9	19	243
SAT. 8.30A 60 CBS CA						B	4.6	22	385
SCHOOLHOUSE ROCK-8:25AM	27	193	195	95	95	A	2.1	21	176
SAT. 8.25A 4 ABC CN						B	3.4	22	285
SHIRT TALES	44	198	197	97	97	A	3.2	24	268
SAT. 8.30A 30 NBC CA						B	4.3	23	360
SMURFS I	43	206	206	99	99	A	4.5	25	377
SAT. 9.30A 30 NBC CA						B	6.0	27	503
SMURFS II	43	206	206	99	99	A	6.0	28	503
SAT. 9.30A 30 NBC CA						B	7.7	30	645
SMURFS III	43	206	206	99	99	A	6.5	27	545
SAT. 10.00A 30 NBC CA						B	8.4	31	704
SPIDERMAN/HULK 1	42	150	146	74	74	A	4.2	15	352
SAT. 11.30A 30 NBC CA						B	5.5	19	461
SPIDERMAN/HULK 2	39	149	145	74	74	A	3.6	13	302
SAT. 12.00N 30 NBC CA						B	5.5	19	461
SPORTSWORLD	27	176	175	92	91	A	3.2	8	268
SUN. 4.00P 90 NBC SA						B	4.7	12	394
SUMMR OLYMS-SUN-11:30AM-1(S)		216		99		A	15.6	43	1307
1 SUN. 11.30A 390 ABC SE									
SUMMR OLYMS-SAT-10:30AM-2(S)			212		99	A	13.8	42	1156
2 SAT. 10.30A 480 ABC SE									
SUMMR OLYMS-SUN-10:30AM-2(S)			214		99	A	16.2	45	1358
2 SUN. 10.30A 450 ABC SE									
SUNDAY MORNING	42	173	171	95	94	A	3.6	18	302
SUN. 9.00A 90 CBS N						B	4.5	20	377
TALLADEGA-500(S)		187		97		A	4.1	11	344
1 SUN. 1.00P 216 CBS SE									
TARZAN LORD OF-JUNGLE	24	195	194	96	96	A	3.6	15	302
SAT. 10.00A 30 CBS CA						B	4.5	17	377
THIS WK-DAVID BRINKLEY-SP(S)			32		45	A	1.2	6	101
2 SUN. 9.30A 60 ABC N									
THIS WK-DAVID BRINKLEY(B)		69		60		A	1.7	8	142
1 SUN. 10.30A 60 ABC N									
THUNDARR	34	117	142	66	79	A	3.1	11	260
SAT. 12.30P 30 NBC CA						B	4.7	15	394

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.MON. JULY 23, 1984

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1																
ABC TV																
TOTAL AUDIENCE (Households (000) & %)					17,600 21.0 (1) (GP)	ABC MONDAY NIGHT BASEBALL CHICAGO CUBS VS PHILADELPHIA ST. LOUIS VS N.Y. METS MULTI-SEGMENT TELECAST(OP)(SD)(-OP)										
AVERAGE AUDIENCE (Households (000) & %)					8,380											
SHARE OF AUDIENCE %					10.0 18	8.1* 16 *		9.1* 17 *		10.0* 18 *		10.5* 18 *		10.7* 17 *		10.5* 17 *
AVG. AUD. BY ¼ HR. %					7.7	8.1	8.8	9.5	10.1	10.0	10.5	10.6	10.6	10.8	10.8	10.3
CBS TV																
TOTAL AUDIENCE (Households (000) & %)					15,000 17.9	SCARECROW & MRS. KING (R)(SD)			21,620 25.8	CIRCUS OF THE STARS (R)						
AVERAGE AUDIENCE (Households (000) & %)					10,730				12,150							
SHARE OF AUDIENCE %					12.8 25	12.1* 24 *		13.5* 25 *	14.5 25	13.4* 24 *		14.4* 25 *		15.0* 25 *		15.1* 26 *
AVG. AUD. BY ¼ HR. %					11.6	12.6	13.3	13.8	12.9	13.9	14.2	14.6	14.9	15.1	15.2	15.0
NBC TV																
TOTAL AUDIENCE (Households (000) & %)					14,670 17.5	TV BLOOPERS & PRAC. JOKES (R)(SD)			18,860 22.5	NBC MONDAY NIGHT MOVIES CHILD BRIDE OF SHORT CREEK(R)						
AVERAGE AUDIENCE (Households (000) & %)					9,890				12,400							
SHARE OF AUDIENCE %					11.8 23	11.8* 23 *		11.8* 22 *	14.6 25	11.9* 21 *		14.3* 24 *		15.9* 26 *		16.9* 29 *
AVG. AUD. BY ¼ HR. %					11.7	11.9	12.0	11.5	11.2	12.7	14.1	14.6	15.5	16.3	16.8	17.0
WEEK 2																
ABC TV																
TOTAL AUDIENCE (Households (000) & %)	42,240 50.4	SUMMR OLYMS-MON- 7:00PM-2 (7:00-11:02PM)(11:07-12:02AM) (S)(SD)(-OP)														
AVERAGE AUDIENCE (Households (000) & %)	18,770															
SHARE OF AUDIENCE %	22.4 41	15.1* 31 *		19.4* 38 *		21.7* 42 *		23.1* 41 *		23.7* 40 *		26.0* 42 *		26.0* 43 *		26.9* 45 *
AVG. AUD. BY ¼ HR. %	14.4	15.8	18.9	19.9	21.5	21.9	23.0	23.2	23.5	23.9	26.1	25.9	25.5	26.5	27.1	26.6
CBS TV																
TOTAL AUDIENCE (Households (000) & %)					11,730 14.0	SCARECROW & MRS. KING (R)(SD)			11,650 13.9	ONE DAY AT A TIME (R)	11,060 13.2	NEWHART (R)	14,160 16.9	CAGNEY & LACEY (R)		
AVERAGE AUDIENCE (Households (000) & %)					8,720				9,300		9,640		10,890			
SHARE OF AUDIENCE %					10.4 18	9.8* 18 *		11.0* 19 *	11.1 18		11.5 18		13.0 22	12.7* 21 *		13.3* 23 *
AVG. AUD. BY ¼ HR. %					9.6	10.0	10.9	11.2	10.6	11.6	10.8	12.1	12.5	12.9	13.3	13.4
NBC TV																
TOTAL AUDIENCE (Households (000) & %)					13,910 16.6	DICK CLARKS GOOD OL' DAYS (R)(SD)							11,060 13.2	CANDID CAMERA-MEN & WOMEN (R)		
AVERAGE AUDIENCE (Households (000) & %)					6,370								7,540			
SHARE OF AUDIENCE %					7.6 13	7.0* 13 *		7.4* 13 *		7.9* 13 *		8.1* 13 *	9.0 15	9.1* 15 *		8.9* 15 *
AVG. AUD. BY ¼ HR. %					6.9	7.1	7.2	7.6	8.4	7.5	8.2	8.0	8.9	9.3	8.9	8.9
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	48.5	48.8	48.4	49.1	49.7	51.3	52.8	53.8	54.6	56.6	57.9	59.4	60.8	60.4	59.3	57.7
TV HOUSEHOLDS USING TV (See Def. 1) WK 2	50.7	52.5	53.0	53.3	53.9	55.9	58.0	59.9	61.2	62.1	62.9	63.0	61.7	60.9	59.5	57.0

U.S. TV Households: 83,800,000
(1)ABC MONDAY NIGHT BSBL PRE,ABC,(8:00-8:12PM)

For explanation of symbols, See page A

EVE.MON. JULY 30, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. TUE. JULY 24, 1984

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1																
ABC TV																
TOTAL AUDIENCE (Households (000) & %)							8,460 10.1		9,890 11.8				12,320 14.7			
						REAGAN NEWS CONF.-ABC (8:00-8:27PM) (SUS)	FOUL UPS, BLEEPS & BLUNDERS (8:37-9:00PM) (R)			HOTEL (R)(SD)				HART TO HART (R)		
AVERAGE AUDIENCE (Households (000) & %)							7,370 8.8		6,370 7.6	7.0*		8.1*	8,300 9.9	9.0*		10.8*
SHARE OF AUDIENCE %							17		14	13 *		14 *	18	16 *		20 *
AVG. AUD. BY ¼ HR. %							8.8	8.8	7.1	6.9	7.9	8.2	8.3	9.7	10.6	11.0
CBS TV																
TOTAL AUDIENCE (Households (000) & %)							7,710 9.2		17,660 21.1							
						REAGAN NEWS CONF.-CBS (8:00-8:35PM) (SUS)	AFTERMASH (8:35-9:05PM) (R)(-OP)			CBS TUESDAY NIGHT MOVIES FORBIDDEN LOVE(R) (9:05-11:05PM) (SD)(OP)(-OP)						
AVERAGE AUDIENCE (Households (000) & %)							6,200 7.4		9,390 11.2	8.9*		10.9*		12.0*		12.4*
SHARE OF AUDIENCE %							14		20	16 *		19 *		21 *		22 *
AVG. AUD. BY ¼ HR. %							6.7	7.2	8.4	9.2	10.5	11.2	11.9	12.0	12.3	12.6
NBC TV																
TOTAL AUDIENCE (Households (000) & %)							17,850 21.3				16,090 19.2				14,500 17.3	
						REAGAN NEWS CONF.-NBC (8:00-8:35PM) (SUS)		A TEAM (8:35-9:35PM) (R)(-OP)				RIPTIDE (9:35-10:35PM) (R)(SD)(OP)(-OP)			REMINGTON STEELE (10:35-11:35PM) (R)(OP)(-OP)	
AVERAGE AUDIENCE (Households (000) & %)							12,650 15.1	13.0*		16.7*	11,480 13.7	13.1*		14.3*	10,060 12.0	11.8*
SHARE OF AUDIENCE %							28	25 *		30 *	24	23 *		25 *	23	21 *
AVG. AUD. BY ¼ HR. %							11.9	13.8	16.1	17.4	13.0	13.2	14.3	14.2	12.2	11.5

WEEK 2																
ABC TV																
TOTAL AUDIENCE (Households (000) & %)	44,080 52.6															
	SUMMR OLYMS-TUE- 7:00PM-2 (7:00-12:01AM) (S)(SD)(-OP)															
AVERAGE AUDIENCE (Households (000) & %)	20,530 24.5	14.9*		17.7*		20.7*		22.3*		24.4*		27.9*		30.3*		31.2*
SHARE OF AUDIENCE %	45	33 *		38 *		41 *		41 *		41 *		44 *		49 *		50 *
AVG. AUD. BY ¼ HR. %	14.2	15.5	17.5	17.9	20.0	21.4	22.3	22.2	23.9	24.9	27.3	28.5	29.9	30.6	31.4	31.0
CBS TV																
TOTAL AUDIENCE (Households (000) & %)					6,200 7.4		5,870 7.0		11,980 14.3							
					AFTERMASH (R)		DOMESTIC LIFE (R)(SD)			CBS TUESDAY NIGHT MOVIES A SMALL CIRCLE OF FRIENDS						
AVERAGE AUDIENCE (Households (000) & %)					4,860 5.8		4,940 5.9		5,530 6.6	6.7*		6.3*		6.8*		6.7*
SHARE OF AUDIENCE %					11		10		11	11 *		10 *		11 *		11 *
AVG. AUD. BY ¼ HR. %					5.7	6.0	5.6	6.3	6.8	6.7	6.3	6.2	7.0	6.6	6.7	6.7
NBC TV																
TOTAL AUDIENCE (Households (000) & %)					19,190 22.9								14,670 17.5			
									A TEAM (R)(SD)					REMINGTON STEELE (R)		
AVERAGE AUDIENCE (Households (000) & %)					11,560 13.8	11.4*		12.9*		15.0*		15.8*	10,890 13.0	13.0*		13.1*
SHARE OF AUDIENCE %					24	21 *		23 *		25 *		25 *	21	21 *		22 *
AVG. AUD. BY ¼ HR. %					10.8	12.0	12.7	13.1	14.5	15.5	16.1	15.6	12.7	13.2	13.2	13.0
TV HOUSEHOLDS USING TV (See Def. 1) WK. 1	47.6	47.3	46.8	48.4	49.5	51.5	52.1	53.1	54.5	55.6	56.2	57.2	57.3	57.5	55.6	54.8
WK. 2	48.3	49.1	49.0	50.8	52.4	54.2	55.7	57.1	59.6	61.5	63.0	63.1	61.6	61.7	61.0	59.5

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE. TUE. JULY 31, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. JULY 25, 1984

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1																
ABC TV																
TOTAL AUDIENCE (Households (000) & %)					15,500 18.5				17,930 21.4							
					FALL GUY (R)(SD)				ABC WEDNESDAY NIGHT MOVIE MISTRESS OF PARADISE(R) (9:00-10:56PM) (SD)(S)(OP)							
AVERAGE AUDIENCE (Households (000) & %)					10,640 12.7	12.0*		13.5*	11,560 13.8	13.4*		14.0*		14.0*		13.8*
SHARE OF AUDIENCE %					26	25 *		27 *	24	25 *		25 *		24 *		25 *
AVG. AUD. BY ¼ HR. %					11.4	12.5	13.2	13.7	11.1	13.7	14.1	13.9	14.2	13.9	14.1	13.4
CBS TV																
TOTAL AUDIENCE (Households (000) & %)					11,310 13.5				20,200 24.1							
					CROSSROADS (SD)				CBS WEDNESDAY NIGHT MOVIE WHEN THE CIRCUS CAME TO TOWN(R) (9:00-10:55PM) (S)(OP)							
AVERAGE AUDIENCE (Households (000) & %)					7,710 9.2	9.1*		9.2*	12,740 15.2	12.3*		14.8*		16.6*		17.4*
SHARE OF AUDIENCE %					19	19 *		18 *	27	23 *		26 *		29 *		31 *
AVG. AUD. BY ¼ HR. %					9.2	9.0	9.3	9.2	11.6	13.1	14.2	15.4	16.4	16.7	17.5	17.2
NBC TV																
TOTAL AUDIENCE (Households (000) & %)					7,120 8.5	18,940 22.6										
					(1) (SD)(-OP)				NBC MAJOR LGE. BSBL-WED. ATLANTA VS L.A. CHICAGO WHITE SOX VS BOSTON (8:18-12:02AM)(OP)(-OP)							
AVERAGE AUDIENCE (Households (000) & %)					6,450 7.7	7,290 8.7		7.3*		9.2*		9.8*		10.0*		10.3*
SHARE OF AUDIENCE %					17	17		15 *		17 *		17 *		17 *		18 *
AVG. AUD. BY ¼ HR. %					7.7	7.0	7.1	7.4	8.9	9.6	9.8	9.8	9.6	10.3	10.1	10.6

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 2																
ABC TV																
TOTAL AUDIENCE (Households (000) & %)	45,670 54.5															
	SUMMR OLYMS-WED- 7:00PM-2 (7:00 12:17AM) (S)(SD)(-OP)															
AVERAGE AUDIENCE (Households (000) & %)	20,950 25.0	14.9*		17.1*		18.8*		21.2*		24.2*		25.7*		28.1*		30.5*
SHARE OF AUDIENCE %	46	31 *		34 *		37 *		39 *		42 *		44 *		47 *		50 *
AVG. AUD. BY ¼ HR. %	15.0	14.7	17.0	17.2	18.4	19.2	20.0	22.3	24.3	24.1	25.0	26.4	28.1	28.1	30.0	31.0
CBS TV																
TOTAL AUDIENCE (Households (000) & %)					8,630 10.3				12,570 15.0							
					CROSSROADS (SD)				CBS WEDNESDAY NIGHT MOVIE LEAVE 'EM LAUGHING(R)							
AVERAGE AUDIENCE (Households (000) & %)					5,200 6.2	6.4*		6.0*	6,700 8.0	6.7*		7.9*		8.8*		8.5*
SHARE OF AUDIENCE %					11	12 *		11 *	13	11 *		13 *		15 *		14 *
AVG. AUD. BY ¼ HR. %					6.6	6.2	5.9	6.0	6.4	7.0	7.8	8.0	8.7	8.8	8.3	8.6
NBC TV																
TOTAL AUDIENCE (Households (000) & %)					10,310 12.3		10,560 12.6		11,060 13.2		10,730 12.8		9,800 11.7			
					DOUBLE TROUBLE (R)		JENNIFER SLEPT HERE (R)(SD)		FACTS OF LIFE (R)		AT YOUR SERVICE		ST ELSEWHERE (R)			
AVERAGE AUDIENCE (Households (000) & %)					8,460 10.1		8,880 10.6		9,220 11.0		8,900 9.9		8,870 8.2	8.4*		8.0*
SHARE OF AUDIENCE %					19		19		18		17		14	14 *		13 *
AVG. AUD. BY ¼ HR. %					10.0	10.3	10.4	10.8	10.2	11.9	9.7	10.1	8.4	8.4	8.2	7.9
TV HOUSEHOLDS USING TV (See Def. 1) WK. 1	47.2	47.9	47.8	47.4	47.6	48.3	49.8	51.2	53.6	55.6	56.9	57.3	58.0	57.6	57.2	54.8
WK. 2	50.6	51.6	51.9	52.2	52.8	53.9	55.6	57.0	57.5	60.1	59.8	59.1	59.3	59.7	59.7	59.1

U.S. TV Households: 83,800,000

(1)NBC MAJOR LGE. PRE-WED .NBC.(8:18-8:48PM)(S)

For explanation of symbols, See page A

EVE.WED. AUG.1, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES — EVE. THU. JULY 26, 1984

WEEK 1	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)					22,040 / 26.3											
						OLYMPIC GALA (SD)											
	AVERAGE AUDIENCE (Households (000) & %)					10,140 / 12.1	10.3*		11.5*		11.9*		12.3*		13.9*		13.1*
	SHARE OF AUDIENCE %					22	20 *		21 *		21 *		21 *		25 *		25 *
	AVG. AUD. BY ¼ HR. %					10.2	10.3	11.5	11.4	11.8	11.9	12.3	12.3	14.1	13.6	13.5	12.7
CBS TV	TOTAL AUDIENCE (Households (000) & %)					16,260 / 19.4				16,510 / 19.7				12,070 / 14.4			
						MAGNUM, P.I. (R)(SD)				SIMON & SIMON (R)				KNOTS LANDING (R)			
	AVERAGE AUDIENCE (Households (000) & %)					11,980 / 14.3	13.8*		14.8*	13,320 / 15.9	15.3*		16.6*	8,970 / 10.7	10.7*		10.7*
	SHARE OF AUDIENCE %					27	27 *		27 *	28	27 *		29 *	20	19 *		20 *
	AVG. AUD. BY ¼ HR. %					13.5	14.1	14.4	15.3	15.1	15.4	16.2	17.0	10.9	10.4	10.9	10.6
NBC TV	TOTAL AUDIENCE (Households (000) & %)					11,400 / 13.6		13,070 / 15.6		12,490 / 14.9		11,560 / 13.8		15,080 / 18.0			
						GIMME A BREAK (R)		FAMILY TIES (R)(SD)		CHEERS (R)		NIGHT COURT (R)(SD)		HILL STREET BLUES (R)			
	AVERAGE AUDIENCE (Households (000) & %)					9,720 / 11.6		10,980 / 13.1		10,730 / 12.8		10,060 / 12.0		10,890 / 13.0	12.8*		13.1*
	SHARE OF AUDIENCE %					23		24		23		21		24	23 *		25 *
	AVG. AUD. BY ¼ HR. %					10.9	12.2	12.8	13.4	12.8	12.7	11.8	12.3	12.6	13.0	13.1	13.2

WEEK 2	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	44,160 / 52.7															
		SUMMR OLYMS-THU- 7:00PM-2 (7:00-11:04PM)(11:09-12:00MD) (S)(SD)(-OP)															
	AVERAGE AUDIENCE (Households (000) & %)	20,030 / 23.9	16.1*		18.8*		20.0*		21.8*		25.3*		28.1*		32.0*		32.6*
	SHARE OF AUDIENCE %	45	35 *		39 *		40 *		40 *		44 *		46 *		53 *		54 *
	AVG. AUD. BY ¼ HR. %	15.3	16.9	18.4	19.2	19.6	20.3	21.4	22.3	24.9	25.7	27.2	29.1	31.6	32.3	33.5	31.8
CBS TV	TOTAL AUDIENCE (Households (000) & %)					10,640 / 12.7				12,820 / 15.3				10,390 / 12.4			
						MAGNUM, P.I. (R)(SD)				SIMON & SIMON (R)				KNOTS LANDING (R)			
	AVERAGE AUDIENCE (Households (000) & %)					7,630 / 9.1	8.8*		9.5*	9,800 / 11.7	10.9*		12.5*	7,040 / 8.4	8.7*		8.1*
	SHARE OF AUDIENCE %					17	16 *		17 *	20	19 *		21 *	14	14 *		14 *
	AVG. AUD. BY ¼ HR. %					8.7	8.8	9.4	9.7	10.3	11.4	12.3	12.7	9.1	8.3	7.8	8.4
NBC TV	TOTAL AUDIENCE (Households (000) & %)					10,480 / 12.5		10,220 / 12.2		9,050 / 10.8		7,540 / 9.0		10,140 / 12.1			
						GIMME A BREAK (R)		FAMILY TIES (R)(SD)		CHEERS (R)		NIGHT COURT (R)(SD)		HILL STREET BLUES (R)			
	AVERAGE AUDIENCE (Households (000) & %)					8,460 / 10.1		8,800 / 10.5		7,540 / 9.0		6,370 / 7.6		7,290 / 8.7	8.4*		9.0*
	SHARE OF AUDIENCE %					19		19		15		13		15	14 *		15 *
	AVG. AUD. BY ¼ HR. %					9.4	10.8	10.4	10.8	9.3	8.7	7.6	7.7	8.0	8.8	8.9	9.1
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	46.5	47.2	48.6	49.0	50.2	52.0	53.7	55.1	55.8	56.7	57.4	58.1	55.8	54.9	53.9	55.9
	WK. 2	48.8	50.4	53.6	51.1	52.9	54.3	55.6	56.0	58.1	59.5	60.6	61.1	60.7	60.0	59.5	57.[illegible]

U.S. TV Households: 83,800,000

For explanation of symbols, See page A

EVE. THU. AUG. 2, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES — EVE. FRI. JULY 27, 1984

WEEK 1	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)					11,820 / 14.1		11,230 / 13.4		18,270 / 21.8							
						BENSON (R)		WEBSTER (R)(SD)		XXIII OLYMPIAD PREVIEW (SD)							
	AVERAGE AUDIENCE (Households (000) & %)					9,720 / 11.6		9,640 / 11.5		9,050 / 10.8	12.3*		11.3*		9.7*		10.0*
	SHARE OF AUDIENCE %					24		23		21	24 *		21 *		19 *		20 *
	AVG. AUD. BY ¼ HR. %					11.3	11.9	11.0	12.0	1[illegible].4	12.1	11.7	11.0	10.0	9.4	9.6	10.4
CBS TV	TOTAL AUDIENCE (Households (000) & %)					10,640 / 12.7				11,980 / 14.3				11,060 / 13.2			
						DUKES OF HAZZARD (8:00-8:53PM) (R)(SD)(S)(OP)				DALLAS (R)				FALCON CREST (R)			
	AVERAGE AUDIENCE (Households (000) & %)					7,880 / 9.4	9.0*		9.8*	8,210 / 9.8	9.5*		10.0*	7,540 / 9.0	8.5*		9.6*
	SHARE OF AUDIENCE %					19	18 *		20 *	19	18 *		19 *	18	17 *		19 *
	AVG. AUD. BY ¼ HR. %					8.9	9.1	9.7	10.0	9.3	9.7	10.0	10.0	8.4	8.6	9.1	10.0
NBC TV	TOTAL AUDIENCE (Households (000) & %)					19,190 / 22.9											
						MOVIE OF THE WEEK-FRIDAY THE NIGHT THE BRIDGE FELL(R) (8:00-10:55PM) (SD)(S)(OP)											
	AVERAGE AUDIENCE (Households (000) & %)					9,640 / 11.5	9.9*		9.9*		11.1*		12.1*		12.9*		13.6*
	SHARE OF AUDIENCE %					23	20 *		20 *		21 *		23 *		25 *		27 *
	AVG. AUD. BY ¼ HR. %					9.5	10.3	10.0	9.8	10.8	11.3	12.0	12.2	12.9	13.0	13.6	13.5

WEEK 2	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	42,740 / 51.0															
		SUMMR OLYMS-FRI- 7:00PM-2 (7:00-11:02PM)(11:07-12:01AM) (S)(SD)(-OP)															
	AVERAGE AUDIENCE (Households (000) & %)	19,440 / 23.2	14.1*		17.1*		20.2*		22.7*		23.9*		25.9*		29.1*		29.9*
	SHARE OF AUDIENCE %	45	31 *		36 *		41 *		44 *		44 *		45 *		51 *		52 *
	AVG. AUD. BY ¼ HR. %	13.5	14.7	16.5	17.6	19.5	20.8	22.2	23.1	24.5	23.4	24.6	27.2	29.0	29.1	29.2	30.6
CBS TV	TOTAL AUDIENCE (Households (000) & %)					9,970 / 11.9				9,470 / 11.3				8,800 / 10.5			
						DUKES OF HAZZARD (R)(SD)				DALLAS (R)				FALCON CREST (R)			
	AVERAGE AUDIENCE (Households (000) & %)					6,960 / 8.3	7.9*		8.7*	7,040 / 8.4	7.9*		8.9*	6,370 / 7.6	7.6*		7.6*
	SHARE OF AUDIENCE %					16	15 *		16 *	15	14 *		15 *	13	13 *		13 *
	AVG. AUD. BY ¼ HR. %					7.6	8.3	8.6	8.8	7.5	8.4	8.8	9.0	7.6	7.6	7.5	7.6
NBC TV	TOTAL AUDIENCE (Households (000) & %)					7,540 / 9.0				13,490 / 16.1							
						MASTER (R)(SD)				MOVIE OF THE WEEK-FRIDAY THE PRIVATE EYES							
	AVERAGE AUDIENCE (Households (000) & %)					5,530 / 6.6	6.4*		6.8*	7,630 / 9.1	8.2*		8.8*		9.9*		9.5*
	SHARE OF AUDIENCE %					13	12 *		13 *	16	15 *		15 *		17 *		17 *
	AVG. AUD. BY ¼ HR. %					6.4	6.3	6.6	7.0	7.9	8.6	8.5	9.0	10.0	9.8	10.0	8.9
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	44.0	44.2	45.1	46.8	48.2	49.6	49.5	50.2	51.3	52.5	53.4	53.1	51.8	51.3	51.6	[illegible]
	WK. 2	47.8	48.0	48.5	50.0	50.8	52.7	53.4	54.3	55.0	56.5	57.7	58.5	58.5	58.0	56.6	[illegible]

U.S. TV Households: 83,800,000

For explanation of symbols, See page A

EVE. FRI. AUG. 3, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. JULY 28, 1984

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1																
ABC TV																
TOTAL AUDIENCE (Households (000) & %)			34,610 / 41.3													
			XXIII OLYM OPEN CEREMONY (7:30-11:12PM) (R)(SD)													
AVERAGE AUDIENCE (Households (000) & %)			20,030 / 23.9	17.9*		21.3*		22.9*		25.1*		26.0*		27.6*		26.9*
SHARE OF AUDIENCE %			48	42 *		46 *		47 *		49 *		48 *		50 *		50 *
AVG. AUD BY ¼ HR. %			17.0	18.9	20.9	21.6	22.6	23.2	24.8	25.4	25.8	26.2	27.5	27.6	27.6	26.3
CBS TV																
TOTAL AUDIENCE (Households (000) & %)					6,960 / 8.3		14,920 / 17.8									
					BUGS BUNNY'S MAD WORLD-TV (R)		CBS SATURDAY NIGHT MOVIE THE ROSE (SD)									
AVERAGE AUDIENCE (Households (000) & %)					5,200 / 6.2		6,120 / 7.3	6.0*		6.8*		7.4*		8.3*		8.4*
SHARE OF AUDIENCE %					13		14	12 *		13 *		14 *		15 *		16 *
AVG. AUD. BY ¼ HR. %					6.0	6.5	5.9	6.1	6.3	6.9	7.3	7.6	8.4	8.2	8.1	8.8
NBC TV																
TOTAL AUDIENCE (Households (000) & %)					9,050 / 10.8		10,390 / 12.4		9,970 / 11.9		10,310 / 12.3		10,310 / 12.3			
					DIFF'RENT STROKES-SAT. (R)		SILVER SPOONS (R)(SD)		BOSOM BUDDIES (R)		MAMA'S FAMILY (R)(SD)		BOONE			
AVERAGE AUDIENCE (Households (000) & %)					7,290 / 8.7		8,800 / 10.5		8,380 / 10.0		9,130 / 10.9		7,120 / 8.5	8.4*		8.6*
SHARE OF AUDIENCE %					18		21		19		20		16	16 *		17 *
AVG. AUD. BY ¼ HR. %					7.6	9.8	10.2	10.8	9.8	10.2	10.6	11.3	8.6	8.3	8.4	8.8
WEEK 2																
ABC TV																
TOTAL AUDIENCE (Households (000) & %)	39,810 / 47.5															
	SUMMR OLYMS-SAT- 7:00PM 2 (7.00-11:10PM)(11:16-11 52PM) (S)(SD)															
AVERAGE AUDIENCE (Households (000) & %)	18,690 / 22.3	17.8*		19.8*		20.4*		21.8*		22.7*		24.3*		25.9*		26.1*
SHARE OF AUDIENCE %	45	41 *		45 *		43 *		44 *		43 *		44 *		47 *		48 *
AVG. AUD. BY ¼ HR. %	17.1	18.5	20.1	19.5	20.5	20.2	21.3	22.2	22.9	22.6	23.9	24.7	26.0	25.7	26.5	25.6
CBS TV																
TOTAL AUDIENCE (Households (000) & %)					5,950 / 7.1				11,480 / 13.7							
					WATERSHIP DOWN PT.1 (R)(SD)				CBS SATURDAY NIGHT MOVIE A LITTLE ROMANCE (9:00-11:14PM)							
AVERAGE AUDIENCE (Households (000) & %)					3,770 / 4.5	4.5*		4.6*	4,940 / 5.9	6.1*		5.4*		5.9*		6.1*
SHARE OF AUDIENCE %					9	9 *		9 *	11	11 *		10 *		11 *		12 *
AVG. AUD. BY ¼ HR. %					4.5	4.4	4.5	4.7	6.4	5.8	5.5	5.3	5.9	5.9	6.2	6.1
NBC TV																
TOTAL AUDIENCE (Households (000) & %)					8,970 / 10.7		8,460 / 10.1		9,220 / 11.0		9,390 / 11.2		9,390 / 11.2			
					DIFF'RENT STROKES-SAT. (R)		SILVER SPOONS (R)(SD)		BOSOM BUDDIES (R)		MAMA'S FAMILY (R)(SD)		BOONE			
AVERAGE AUDIENCE (Households (000) & %)					7,040 / 8.4		7,370 / 8.8		7,540 / 9.0		7,880 / 9.4		6,200 / 7.4	7.2*		7.5*
SHARE OF AUDIENCE %					18		17		17		17		14	13 *		14 *
AVG. AUD. BY ¼ HR. %					7.5	9.4	8.6	8.9	8.8	9.2	9.2	9.7	7.3	7.2	7.1	7.8

TV HOUSEHOLDS USING TV (See Def 1)																	
	WK. 1	40.2	42.0	44.2	45.4	46.6	47.7	48.2	49.5	50.8	51.8	52.9	53.8	53.7	53.8	52.6	50.8
	WK. 2	44.7	45.8	45.9	46.0	47.1	48.7	49.7	51.6	53.4	54.4	55.2	55.3	54.8	54.4	53.7	51.6

U.S. TV Households: 83,800,000

For explanation of symbols, See page A

EVE. SAT. AUG. 4, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. JULY 28, 1984

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1																
ABC TV																
TOTAL AUDIENCE (Households (000) & %)			3,600 / 4.3													
		(1)		ABC WEEKEND REPORT-SAT. (11:42-11:57PM)												
AVERAGE AUDIENCE (Households (000) & %)		23.3*	3,440 / 4.1													
SHARE OF AUDIENCE %		46 *	11													
AVG. AUD. BY ¼ HR. %		23.3	4.5	4.1												
CBS TV																
TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																
NBC TV																
TOTAL AUDIENCE (Households (000) & %)			10,480 / 12.5													
			SATURDAY NIGHT (11:30-12:52AM) (SUSTAINING 12:52-1:00AM)													
AVERAGE AUDIENCE (Households (000) & %)			5,530 / 6.6	7.7*		6.7*		4.8*								
SHARE OF AUDIENCE %			20	21 *		21 *		18 *								
AVG. AUD. BY ¼ HR. %			7.4	8.1	7.3	6.2	5.0	4.3								
WEEK 2																
ABC TV																
TOTAL AUDIENCE (Households (000) & %)						3,600 / 4.3	15,500 / 18.5									
		SUMMR OLYMS-SAT- 7:00PM-2 (7:00-11:10PM)(11:16-11:52PM) (-OP)				(2) (OP)(-OP)		SUMMR OLYMS-SAT-12:31AM-2 (12:31-1:54AM) (OP)								
AVERAGE AUDIENCE (Households (000) & %)						3,440 / 4.1	9,050 / 10.8									
SHARE OF AUDIENCE %		23.1*		21.5*				12.8*		11.0*			8.3*			
AVG. AUD. BY ¼ HR. %		45 *		46 *		12	37	37 *		38 *			37 *			
	24.1	22.4	21.4	21.6		4.1	12.7	12.8	12.0	10.0	8.6		7.8			
CBS TV																
TOTAL AUDIENCE (Households (000) & %)																
		CBS SATURDAY NIGHT MOVIE A LITTLE ROMANCE (8:00-11:14PM)														
AVERAGE AUDIENCE (Households (000) & %)		8.1*														
SHARE OF AUDIENCE %		12 *														
AVG. AUD BY ¼ HR. %		8.1														
NBC TV																
TOTAL AUDIENCE (Households (000) & %)			6,870 / 8.2													
				DAVID LETTERMAN SPECIAL (11:30-12:48AM) (SUSTAINING 12:48-1:00AM)												
AVERAGE AUDIENCE (Households (000) & %)			3,180 / 3.8	4.5*		3.7*		2.9*								
SHARE OF AUDIENCE %			1.	11 *		11 *		10 *								
AVG. AUD. BY ¼ HR. %			5.0	4.0	4.3	3.1	2.8	3.0								
TV HOUSEHOLDS USING TV (See Def. 1) WK. 1	48.0	44.4	48.9	35.4	32.7	30.3	27.6	24.9	22.3	21.3	19.4	16.3	13.7	11.8	10.6	9.4
TV HOUSEHOLDS USING TV (See Def. 1) WK. 2	49.0	45.1	4.4	39.4	36.2	33.0	29.7	28.0	24.5	21.1	18.2	15.9	13.0	11.2	10.2	9.2

U.S. TV Households: 83,800,000

(1)XXIII OLYM OPEN-CEREMONY,ABC,(7:30-11:10PM)(S) (2)ABC WEEKEND REPORT-SAT.,ABC,(12:16-12:31AM)(S)

For explanation of symbols, See page A

EVE.SAT. AUG.4, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JULY 29, 1984

WEEK 1	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	ABC TV	SUMMER OLYMS SUN 7:00PM-1 (7:00-11:01PM)(11:06-12:13AM) (R)(SD)															
	TOTAL AUDIENCE (Households (000) & %)	42,240 / 50.4															
	AVERAGE AUDIENCE (Households (000) & %)	19,690 / 23.5	17.7*		21.3*		24.1*		25.4*		26.0*		26.3*		27.4*		27.7*
	SHARE OF AUDIENCE %	44	39 *		44 *		47 *		47 *		45 *		44 *		45 *		46 *
	AVG. AUD. BY ¼ HR. %	16.4	18.9	20.9	21.8	23.3	25.0	24.7	26.0	26.6	25.5	26.3	26.3	27.1	27.7	27.5	28.0
	CBS TV	60 MINUTES (R)				GOODNIGHT, BEANTOWN (R)		FOUR SEASONS (R)(SD)		JEFFERSONS (R)		ALICE (R)		TRAPPER JOHN, M.D. (R)			
	TOTAL AUDIENCE (Households (000) & %)	13,240 / 15.8				7,290 / 8.7		6,870 / 8.2		11,150 / 13.3		11,900 / 14.2		13,490 / 16.1			
	AVERAGE AUDIENCE (Households (000) & %)	9,720 / 11.6	11.3*		11.9*	6,290 / 7.5		5,780 / 6.9		9,640 / 11.5		10,220 / 12.2		10,140 / 12.1	12.1*		12.2*
	SHARE OF AUDIENCE %	24	24 *		24 *	14		12		19		20		20	20 *		21 *
	AVG. AUD. BY ¼ HR. %	10.8	11.9	12.1	11.7	7.6	7.4	6.5	7.4	10.9	12.1	11.7	12.6	12.2	12.1	12.2	12.2
	NBC TV	SUMMER SUNDAY USA				KNIGHT RIDER (R)(SD)				NBC SUNDAY NIGHT MOVIE TWIRL(R)							
	TOTAL AUDIENCE (Households (000) & %)	4,360 / 5.2				12,650 / 15.1				16,680 / 19.9							
	AVERAGE AUDIENCE (Households (000) & %)	2,350 / 2.8	2.8*		2.7*	8,880 / 10.6	9.0*		12.3*	10,390 / 12.4	11.5*		12.2*		13.0*		13.0*
	SHARE OF AUDIENCE %	6	6 *		5 *	19	17 *		22 *	21	19 *		20 *		22 *		22 *
	AVG. AUD. BY ¼ HR. %	3.0	2.5	2.8	2.7	8.0	9.9	11.8	12.7	11.1	12.0	12.2	12.3	13.0	12.9	13.3	12.6

WEEK 2	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	ABC TV	SUMMR OLYMS-SUN- 7:00PM-2 (7:00-11:03PM)(11:08-11:57PM) (R)(SD)															
	TOTAL AUDIENCE (Households (000) & %)	43,240 / 51.6															
	AVERAGE AUDIENCE (Households (000) & %)	21,450 / 25.6	19.2*		21.9*		24.2*		26.5*		28.4*		30.5*		29.6*		27.0*
	SHARE OF AUDIENCE %	48	41 *		45 *		47 *		49 *		48 *		50 *		50 *		47 *
	AVG. AUD. BY ¼ HR. %	18.8	19.6	21.4	22.4	24.4	24.1	25.8	27.3	28.1	28.7	30.5	30.6	30.7	28.6	26.9	27.1
	CBS TV	60 MINUTES (R)				ONE DAY AT A TIME(B) (R)(SD)		GOODNIGHT, BEANTOWN (R)		JEFFERSONS (R)		ALICE (R)		TRAPPER JOHN, M.D. (R)			
	TOTAL AUDIENCE (Households (000) & %)	13,910 / 16.6				8,040 / 9.6		6,960 / 8.3		9,220 / 11.0		9,890 / 11.8		12,150 / 14.5			
	AVERAGE AUDIENCE (Households (000) & %)	9,470 / 11.3	11.3*		11.4*	6,620 / 7.9		5,870 / 7.0		7,790 / 9.3		8,720 / 10.4		8,970 / 10.7	10.6*		10.9*
	SHARE OF AUDIENCE %	23	21 *		23 *	15		13		16		17		18	18 *		19 *
	AVG. AUD. BY ¼ HR. %	10.8	11.7	11.6	11.1	7.9	8.0	6.7	7.3	8.4	10.2	9.9	10.9	10.4	10.7	10.7	11.1
	NBC TV	SUMMER SUNDAY USA				KNIGHT RIDER (R)(SD)				NBC SUNDAY NIGHT MOVIE WAIT TILL YOUR MOTHER GETS HOME(R)							
	TOTAL AUDIENCE (Households (000) & %)	4,190 / 5.0				9,890 / 11.8				16,260 / 19.4							
	AVERAGE AUDIENCE (Households (000) & %)	2,260 / 2.7	2.7*		2.7*	7,370 / 8.8	7.8*		9.8*	9,640 / 11.5	10.2*		11.1*		12.1*		12.5*
	SHARE OF AUDIENCE %	5	6 *		5 *	16	15 *		18 *	19	17 *		18 *		20 *		22 *
	AVG. AUD. BY ¼ HR. %	3.0	2.5	2.8	3.0	7.1	8.4	9.4	10.1	10.3	10.1	10.9	11.3	11.8	12.5	12.9	12.1
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	46.5	5.1	0.1	0	52.4	54.0	55.1	5[illegible].0	58.4	59.5	60.4	60.2	60.0	60.2	59.3	57.0
	WK. 2	48.1	48.1	49.7	50.7	52.2	53.5	54.8	5[illegible]	[illegible]	60.2	60.6	61.3	60.4	58.7	57.2	[illegible]

U.S. TV Households: 83,800,000

For explanation of symbols, See page A

EVE.SUN. AUG.5, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JULY 29, 1984

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1																
ABC TV																
TOTAL AUDIENCE (Households (000) & %)							2,260 2.7									
SUMMR OLYMS-SUN- 7:00PM-1 (7:00-11:01PM)(11:06-12:13AM)																
ABC WEEKEND REPORT SUN (12:41-12:58AM)																
AVERAGE AUDIENCE (Households (000) & %)		23.3*		20.1*	14.0*		2,260 2.7									
SHARE OF AUDIENCE %		44 *		45 *	38 *		17									
AVG. AUD. BY ¼ HR. %	24.3	22.7	21.3	18.8	14.0		3.0	2.6								
CBS TV																
TOTAL AUDIENCE (Households (000) & %)	3,770 4.5															
CBS SUNDAY NEWS-050000																
AVERAGE AUDIENCE (Households (000) & %)	3,690 4.4															
SHARE OF AUDIENCE %	9															
AVG. AUD. BY ¼ HR. %	4.4															
NBC TV																
TOTAL AUDIENCE (Households (000) & %)				3,350 4.0												
NBC LATE NIGHT MOVIE OFF SIDES(R) (11:30-1:31AM)																
AVERAGE AUDIENCE (Households (000) & %)				1,420 1.7		2.0*		1.6*		1.5*		1.3*				
SHARE OF AUDIENCE %				7		7 *		7 *		8 *		9 *				
AVG. AUD. BY ¼ HR. %				2.0	2.1	1.9	1.6	1.6	1.5	1.4	1.3	1.2				
WEEK 2																
ABC TV																
TOTAL AUDIENCE (Households (000) & %)						3,690 4.4	14,250 17.0									
SUMMR OLYMS-SUN- 7:00PM-2 (7:00-11:03PM)(11:08-11:57PM) (-OP)																
(1) (OP)(-OP)																
SUMMR OLYMS-SUN-12:33AM-2 (12:33-1:54AM) (OP)																
AVERAGE AUDIENCE (Households (000) & %)						3,350	8,550									
SHARE OF AUDIENCE %		24.4*		23.3*		4.0	10.2	12.4*		10.2*		7.8*				
AVG. AUD. BY ¼ HR. %	25.3	47 * 23.8	23.0	52 * 23.8		14 4.1	39 13.0	41 * 11.9	10.7	40 * 9.7	8.0	37 * 7.4				
CBS TV																
TOTAL AUDIENCE (Households (000) & %)			3,520 4.2													
CBS SUNDAY NEWS-050000																
AVERAGE AUDIENCE (Households (000) & %)			3,520 4.2													
SHARE OF AUDIENCE %			10													
AVG. AUD. BY ¼ HR. %			4.2													
NBC TV																
TOTAL AUDIENCE (Households (000) & %)				2,010 2.4												
NBC LATE NIGHT MOVIE THE CHANGELING(R) (11:30-1:03AM) (SUSTAINING 1:03-1:30AM)																
AVERAGE AUDIENCE (Households (000) & %)				840 1.0		1.0*		1.0*		1.0*						
SHARE OF AUDIENCE %				4		3 *		4 *		5 *						
AVG. AUD. BY ¼ HR. %				1.0	.9	1.0	1.1	.9	1.0	1.2						
TV HOUSEHOLDS USING TV (See Def. 1) WK. 1	51.3	4[illegible].J	46.7	3C.0	29.8	25.8	22.5	20.0	18.0	16.0	14.0	12.1	10.0	8.5	7.7	7.1
WK. 2	51.4	46.7	40.6	36.8	31.2	27.8	24.2	21.7	19.3	17.3	15.3	13.0	9.9	8.7	8.0	7.0

U.S. TV Households: 83,800,000

(1)ABC WEEKEND REPORT-SUN.,ABC,(12:18-12:33AM)(S)

For explanation of symbols, See page A.

EVE.SUN. AUG.5, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.–FRI. JULY 23–27, 1984

WEEK	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
1	**ABC TV**																
	TOTAL AUDIENCE (Households (000) & %)			3,940 / 4.7				4,530 / 5.4									
			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTIC.PATING)										
	AVERAGE AUDIENCE (Households (000) & %)			3,180 / 3.8				3,850 / 4.6									
	SHARE OF AUDIENCE %			25				23									
	AVG. AUD. BY ¼ HR. %			3.7	3.9			4.5	4.5								
	CBS TV																
	TOTAL AUDIENCE (Households (000) & %)			3,180 / 3.8				3,270 / 3.9						5,030 / 6.0		5,610 / 6.7	
				CBS MORNING NEWS 1				CBS MORNING NEWS 2						$25,000 PYRAMID		PRESS YOUR LUCK	
	AVERAGE AUDIENCE (Households (000) & %)			2,800 / 3.1				2,600 / 3.1						4,190 / 5.0		4,690 / 5.6	
	SHARE OF AUDIENCE %			21				15						21		22	
	AVG. AUD. BY ¼ HR. %			3.1	3.1			3.1	3.2					4.7	5.4	5.5	5.8
	NBC TV																
	TOTAL AUDIENCE (Households (000) & %)			3,690 / 4.4				4,270 / 5.1						6,030 / 7.2		5,280 / 6.3	
			TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)> (S)(OP)							FACTS OF LIFE M-F		SALE OF THE CENTURY	
	AVERAGE AUDIENCE (Households (000) & %)			3,020 / 3.6				3,440 / 4.1						4,860 / 5.8		4,360 / 5.2	
	SHARE OF AUDIENCE %			23				21						24		20	
	AVG. AUD. BY ¼ HR. %			3.5	3.6			4.1	4.1					5.4	6.2	5.1	5.4
2	**ABC TV**																
	TOTAL AUDIENCE (Households (000) & %)			4,020 / 4.8				5,530 / 6.6									
			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)										
	AVERAGE AUDIENCE (Households (000) & %)			3,100 / 3.7				4,530 / 5.4									
	SHARE OF AUDIENCE %			26				27									
	AVG. AUD. BY ¼ HR. %			3.6	3.8			5.3	5.5								
	CBS TV																
	TOTAL AUDIENCE (Households (000) & %)			3,100 / 3.7				3,180 / 3.8						4,780 / 5.7		4,940 / 5.9	
				CBS MORNING NEWS 1				CBS MORNING NEWS 2						$25,000 PYRAMID		PRESS YOUR LUCK	
	AVERAGE AUDIENCE (Households (000) & %)			2,430 / 2.9				2,510 / 3.0						4,020 / 4.8		4,110 / 4.9	
	SHARE OF AUDIENCE %			19				14						19		19	
	AVG. AUD. BY ¼ HR. %			2.9	2.8			3.0	3.1					4.5	5.1	4.8	5.2
	NBC TV																
	TOTAL AUDIENCE (Households (000) & %)			3,440 / 4.1				3,600 / 4.3						5,530 / 6.6		5,030 / 6.0	
			TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)							FACTS OF LIFE M-F		SALE OF THE CENTURY	
	AVERAGE AUDIENCE (Households (000) & %)			2,680 / 3.2				2,930 / 3.5						4,610 / 5.5		4,110 / 4.9	
	SHARE OF AUDIENCE %			21				17						22		19	
	AVG. AUD. BY ¼ HR. %			3.1	3.2			3.6	3.4					5.1	5.9	4.8	4.9

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	8.4	9.1	9.6	11.1	15.1	16.9	18.2	19.1	20.4	21.7	22.2	22.9	24.0	25.0	25.2	25.6
WK. 2	9.1	10.2	11.5	11.1	15.4	17.4	19.0	19.8	21.2	22.9	23.5	24.4	24.9	25.6	25.6	26.1

U.S. TV Households: 83,800,000

For explanation of symbols, See page A

DAY MON.–FRI. JULY 30–AUG.3, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES — DAY MON.-FRI. JULY 23-27, 1984

	TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1	**ABC TV**																
	TOTAL AUDIENCE (Households (000) & %)	3,020 / 3.6		3,100 / 3.7		4,690 / 5.6		4,690 / 5.6		9,800 / 11.7				7,880 / 9.4			
		LOVE REPORT-M-F		LOVING		FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN				ONE LIFE TO LIVE (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	2,510 / 3.0		2,850 / 3.4		3,690 / 4.4		3,940 / 4.7		7,370 / 8.8	8.3*		9.4*	6,030 / 7.2	7.2*		7.1*
	SHARE OF AUDIENCE %	12		13		15		16		27	26 *		29 *	24	24 *		24 *
	AVG. AUD. BY ¼ HR. %	2.9	3.0	3.2	3.5	4.1	4.6	4.5	4.9	7.8	8.8	9.5	9.3	7.4	7.1	7.0	7.2
	CBS TV																
	TOTAL AUDIENCE (Households (000) & %)	7,790 / 9.3		9,550 / 11.4				9,800 / 11.7				8,040 / 9.6				5,780 / 6.9	
		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS				AS THE WORLD TURNS				CAPITOL	
	AVERAGE AUDIENCE (Households (000) & %)	6,700 / 8.0		8,210 / 9.8				7,290 / 8.7	8.6*		8.7*	6,200 / 7.4	7.2*		7.6*	5,200 / 6.2	
	SHARE OF AUDIENCE %	31		36				29	30 *		29 *	24	22 *		25 *	21	
	AVG. AUD. BY ¼ HR. %	7.6	8.4	9.6	10.0			8.5	8.8	8.8	8.6	7.1	7.3	7.7	7.5	6.2	6.3
	NBC TV																
	TOTAL AUDIENCE (Households (000) & %)	7,790 / 9.3		6,120 / 7.3		4,360 / 5.2		3,770 / 4.5		7,710 / 9.2				6,120 / 7.3			
		WHEEL OF FORTUNE		SCRABBLE		DIFF'RENT STROKES M-F		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	6,620 / 7.9		5,200 / 6.2		3,600 / 4.3		3,100 / 3.7		6,030 / 7.2	7.0*		7.5*	4,690 / 5.6	5.8*		5.4*
	SHARE OF AUDIENCE %	31		23		15		12		23	22 *		24 *	19	19 *		18 *
	AVG. AUD. BY ¼ HR. %	7.8	8.1	6.2	6.2	4.1	4.4	3.6	3.7	6.8	7.2	7.4	7.5	5.9	5.7	5.5	5.4
WEEK 2	**ABC TV**																
	TOTAL AUDIENCE (Households (000) & %)	(S)(OP)												10,810 / 12.9		10,060 / 12.0	
														ALL MY CHILDREN SPECIAL(TU-F) (2:00-2:40PM) (S)(OP)(-OP)		(1) (S)(OP)	
	AVERAGE AUDIENCE (Households (000) & %)													8,720 / 10.4	10.3*	7,960 / 9.5	9.1*
	SHARE OF AUDIENCE %													33	32 *	31	29 *
	AVG. AUD. BY ¼ HR. %													10.4	10.3	9.2	9.1
	CBS TV																
	TOTAL AUDIENCE (Households (000) & %)	7,290 / 8.7		8,380 / 10.0				10,060 / 12.0				8,630 / 10.3				5,870 / 7.0	
		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS				AS THE WORLD TURNS				CAPITOL	
	AVERAGE AUDIENCE (Households (000) & %)	5,950 / 7.1		7,120 / 8.5				7,210 / 8.6	8.2*		9.0*	6,290 / 7.5	7.5*		7.4*	5,030 / 6.0	
	SHARE OF AUDIENCE %	26		29				27	26 *		28 *	23	23 *		23 *	19	
	AVG. AUD. BY ¼ HR. %	6.8	7.5	8.3	8.8			8.1	8.4	9.0	9.0	7.6	7.5	7.4	7.4	5.9	6.2
	NBC TV																
	TOTAL AUDIENCE (Households (000) & %)	7,290 / 8.7		5,610 / 6.7		4,110 / 4.9		3,270 / 3.9		8,130 / 9.7				6,290 / 7.5			
		WHEEL OF FORTUNE		SCRABBLE		DIFF'RENT STROKES M-F		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	6,030 / 7.2		4,660 / 5.6		3,270 / 3.9		2,680 / 3.2		6,200 / 7.4	7.0*		7.7*	4,690 / 5.6	5.6*		5.6*
	SHARE OF AUDIENCE %	26		20		13		10		22	21 *		23 *	18	17 *		18 *
	AVG. AUD. BY ¼ HR. %	7.1	7.3	5.8	5.6	3.6	4.2	3.2	3.3	6.7	7.3	7.7	7.7	5.7	5.5	5.7	5.6
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	25.5	26.5	27.1	28.0	29.0	30.1	30.0	30.5	30.9	31.7	31.9	31.9	30.4	30.6	29.6	29.8
	WK. 2	27.1	28.4	28.7	29.5	30.9	31.7	31.7	32.4	32.6	32.8	32.7	33.1	32.4	32.4	31.3	31.4

U.S. TV Households: 83,600,000

(1)ONE LIFE TO LIVE SPECIAL,ABC,TU-F(2:40-3:20PM)(S)

For explanation of symbols, See page A

DAY MON.-FRI. JULY 30-AUG.3, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.–FRI. JULY 23-27, 1984

WEEK	TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
1	**ABC TV**																
	TOTAL AUDIENCE (Households (000) & %)	9,550 / 11.4	GENERAL HOSPITAL			2,510 / 3.0	EDGE OF NIGHT									8,970 / 10.7	ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)	7,710 / 9.2	9.0*		9.3*	2,180 / 2.6										7,540 / 9.0	
	SHARE OF AUDIENCE %	30	30 *		29 *	8										20	
	AVG. AUD. BY ¼ HR. %	8.8	9.3	9.4	9.2	2.7	2.5									8.9	9.2
	CBS TV																
	TOTAL AUDIENCE (Households (000) & %)	7,710 / 9.2	GUIDING LIGHT (SD)			3,350 / 4.0	BODY LANGUAGE									10,480 / 12.5	CBS EVENING NEWS-RATHER
	AVERAGE AUDIENCE (Households (000) & %)	6,290 / 7.5	7.3*		7.7*	2,930 / 3.5										8,970 / 10.7	
	SHARE OF AUDIENCE %	24	24 *		24 *	11										23	
	AVG. AUD. BY ¼ HR. %	7.2	7.4	7.6	7.8	3.4	3.5									10.8	10.5
	NBC TV																
	TOTAL AUDIENCE (Households (000) & %)	4,860 / 5.8	MATCH GM/HOLLYWOOD SQS HR													8,380 / 10.0	NBC NIGHTLY NEWS
	AVERAGE AUDIENCE (Households (000) & %)	3,270 / 3.9	3.4*		4.3*											7,040 / 8.4	
	SHARE OF AUDIENCE %	13	11 *		14 *											19	
	AVG. AUD. BY ¼ HR. %	3.2	3.6	4.3	4.3											8.1	8.6
2	**ABC TV**																
	TOTAL AUDIENCE (Households (000) & %)	(1) (S)(OP)(-OP)	10,560 / 12.6	GENERAL HOSPITAL SPECIAL(TU-F) (3:20-4:00PM) (OP)(S)(-SD)		(S)(OP)										10,890 / 13.0	ABC WRLD NEWS TONIGHT-SP.
	AVERAGE AUDIENCE (Households (000) & %)		8,630 / 10.3		10.3*											9,390 / 11.2	
	SHARE OF AUDIENCE %		32		32 *											26	
	AVG. AUD. BY ¼ HR. %	10.0	10.1	10.4	10.3											11.0	11.3
	CBS TV																
	TOTAL AUDIENCE (Households (000) & %)	7,960 / 9.5	GUIDING LIGHT (SD)			3,270 / 3.9	BODY LANGUAGE									9,390 / 11.2	CBS EVENING NEWS-RATHER
	AVERAGE AUDIENCE (Households (000) & %)	6,450 / 7.7	7.4*		7.9*	2,680 / 3.2										8,040 / 9.6	
	SHARE OF AUDIENCE %	24	23 *		24 *	10										20	
	AVG. AUD. BY ¼ HR. %	7.2	7.7	8.0	7.8	3.0	3.3									9.6	9.6
	NBC TV																
	TOTAL AUDIENCE (Households (000) & %)	4,760 / 5.7	SANTA BARBARA													8,380 / 10.0	NBC NIGHTLY NEWS
	AVERAGE AUDIENCE (Households (000) & %)	3,180 / 3.8	3.0*		3.7*											7,040 / 8.4	
	SHARE OF AUDIENCE %	12	12 *		11 *											18	
	AVG. AUD. BY ¼ HR. %	4.1	3.7	3.8	3.7											8.3	8.5

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK. 1	26.8	31.1	31.6	32.1	30.7	31.6	31.8	33.2	34.8	36.9	37.9	39.9	42.2	44.0	45.0	46.1
WK 2	31.3	32.1	32.6	33.3	32.6	33.9	34.6	36.3	37.5	39.4	40.7	42.4	44.4	46.1	47.0	48.1

U.S. TV Households: 83,800,000

(1)ONE LIFE TO LIVE SPECIAL,ABC,TU-F(2:40-3:20PM)(S)

For explanation of symbols, See page A

DAY MON.–FRI. JULY 30–AUG.3, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JULY 28, 1984

WEEK 1	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)					1,930 2.3 MONCHHICHIS (SD)		2,770 3.3 RASCALS/RICHIE RICH		3,940 4.7 NEW SCOOBY & SCRAPPY DOO		4,690 5.6 PAC-MAN		4,940 5.9 RUBIK, THE AMAZING CUBE (SD)		4,[illegible] 5.[illegible] LITTLES	
	AVERAGE AUDIENCE (Households (000) & %)					1,510 1.8		2,350 2.8		3,180 3.8		3,940 4.7		4,270 5.1		3,520 4.2	
	SHARE OF AUDIENCE %					20		21		22		23		22		17	
	AVG. AUD. BY ¼ HR. %					1.5	2.1	2.6	3.1	3.5	4.1	4.4	4.9	5.1	5.0	4.3	4.1
CBS TV	TOTAL AUDIENCE (Households (000) & %)	1,010 1.2	← CAPTAIN KANGAROO-SAT →			1,340 1.6 CHARLIE BROWN&SNOOPY SHOW (SD)		3,600 4.3	← SATURDAY SUPERCADE →			3,690 4.4 DUNGEONS AND DRAGONS (SD)		3,770 4.5 TARZAN LORD OF-JUNGLE (SD)		4,440 5.3 BUGS BUNNY/ROAD RUNNER I	
	AVERAGE AUDIENCE (Households (000) & %)	420 .5	<<		.7*	920 1.1		2,350 2.8	2.3*		3.3*	3,100 3.7		3,020 3.6		3,690 4.4	
	SHARE OF AUDIENCE %	9			11 *	12		18	17 *		19 *	18		16		18	
	AVG. AUD. BY ¼ HR. %	<<	<<	.7	.6	1.0	1.3	2.0	2.7	3.2	3.3	3.6	3.9	3.4	3.7	4.2	4.6
NBC TV	TOTAL AUDIENCE (Households (000) & %)					1,930 2.3 FLINTSTONE FUNNIES (SD)		3,600 4.3 SHIRT TALES (SD)		4,860 5.8 SMURFS I		5,950 7.1 SMURFS II		6,450 7.7 SMURFS III (SD)		6,700 8.0 ALVIN AND THE CHIPMUNKS (SD)	
	AVERAGE AUDIENCE (Households (000) & %)					1,590 1.9		2,850 3.4		3,850 4.6		4,940 5.9		5,530 6.6		5,530 6.6	
	SHARE OF AUDIENCE %					21		26		26		29		29		27	
	AVG. AUD. BY ¼ HR. %					1.7	2.1	3.0	3.8	4.5	4.8	5.6	6.2	6.6	6.7	6.6	6.7

WEEK 2	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)					1,260 1.5 MONCHHICHIS (SD)		2,350 2.8 RASCALS/RICHIE RICH		3,350 4.0 NEW SCOOBY & SCRAPPY DOO		2,850 3.4 PAC-MAN		3,940 4.7 RUBIK, THE AMAZING CUBE (SD)		36,450 43.5 SUMMR OLYMS-SAT-10:30AM-2 (10:30-6:30PM)	
	AVERAGE AUDIENCE (Households (000) & %)					1,090 1.3		1,760 2.1		2,770 3.3		2,510 3.0		3,270 3.9		11,560 13.8	5.8*
	SHARE OF AUDIENCE %					14		14		17		13		18		42	24 *
	AVG. AUD. BY ¼ HR. %					1.1	1.4	1.9	2.4	3.1	3.4	3.0	3.0	3.6	4.2	5.2	6.5
CBS TV	TOTAL AUDIENCE (Households (000) & %)	<<	← CAPTAIN KANGAROO-SAT →			2,100 2.5 CHARLIE BROWN&SNOOPY SHOW (SD)		4,190 5.0	← SATURDAY SUPERCADE →			3,850 4.6 DUNGEONS AND DRAGONS (SD)		3,520 4.2 TARZAN LORD OF-JUNGLE (SD)		4,690 5.6 BUGS BUNNY/ROAD RUNNER I	
	AVERAGE AUDIENCE (Households (000) & %)	<<	<<		<<	1,590 1.9		2,430 2.9	2.5*		3.2*	3,180 3.8		2,930 3.5		3,690 4.4	
	SHARE OF AUDIENCE %					21		19	19 *		18 *	18		14		16	
	AVG. AUD. BY ¼ HR. %	<<	<<	<<	<<	1.7	2.2	2.4	2.6	3.1	3.3	3.5	4.1	3.4	3.8	4.0	4.8
NBC TV	TOTAL AUDIENCE (Households (000) & %)					2,350 2.8 FLINTSTONE FUNNIES (SD)		3,180 3.8 SHIRT TALES (SD)		4,610 5.5 SMURFS I		5,870 7.0 SMURFS II		6,540 7.8 SMURFS III (SD)		6,450 7.7 ALVIN AND THE CHIPMUNKS (SD)	
	AVERAGE AUDIENCE (Households (000) & %)					1,930 2.3		2,510 3.0		3,600 4.3		5,110 6.1		5,360 6.4		5,360 6.4	
	SHARE OF AUDIENCE %					26		23		24		28		26		24	
	AVG. AUD. BY ¼ HR. %					2.0	2.6	2.7	3.3	3.8	4.9	5.9	6.2	6.5	6.3	6.3	6.6

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WK. 1	[illegible]	[illegible]	[illegible]	8.1	9.0	10.8	13.0	15.5	17.8	19.2	20.6	21.8	22.9	24.2	24.7	25.1
	WK. 2	[illegible]	[illegible]	[illegible]	7.5	9.5	12.1	14.0	16.1	18.9	20.6	22.0	<<3.6	24.9	25.9	26.4	26.0

U.S TV Households: 83,800,000

For explanation of symbols, See page A

DAY SAT. AUG.4, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JULY 28, 1984

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1																
ABC TV																
TOTAL AUDIENCE (Households (000) & %)	3,940		4,270		3,350		5,110									
	4.7		5.1		4.0		6.1									
	PUPPY-FURTHER ADVENTURES		BEST OF SCOOBY DOO (SD)		ABC WEEKEND SPECIALS(B)		← AMERICAN BANDSTAND →									
AVERAGE AUDIENCE (Households (000) & %)	3,180		3,350		2,680		2,930									
	3.8		4.0		3.2		3.5	3.5*		3.6*						
SHARE OF AUDIENCE %	15		16		12		13	13 *		13 *						
AVG. AUD. BY ¼ HR. %	3.8	3.8	3.8	4.2	3.0	3.3	3.5	3.4	3.4	3.7						
CBS TV																
TOTAL AUDIENCE (Households (000) & %)	6,290		6,120		4,610		3,940		3,350		3,180					
	7.5		7.3		5.5		4.7		4.0		3.8					
	BUGS BUNNY/ROAD RUNNER 2		BUGS BUNNY/ROAD RUNNER 3 (SD)		BISKITTS (SD)		BENJI,ZAX & THE-PRINCE (SD)		NEW FAT ALBERT SHOW (SD)		CBS CHILDREN'S FILM FEST.					
AVERAGE AUDIENCE (Households (000) & %)	5,030		5,110		3,940		3,180		2,680		2,100					
	6.0		6.1		4.7		3.8		3.2		2.5					
SHARE OF AUDIENCE %	23		24		17		14		12		9					
AVG. AUD. BY ¼ HR. %	5.9	6.0	6.5	5.8	4.7	4.8	3.9	3.6	3.1	3.3	2.6	2.5				
NBC TV																
TOTAL AUDIENCE (Households (000) & %)	5,780		3,850		3,940		3,100				3,940	14,500				
	6.9		4.6		4.7		3.7				4.7	17.3				
	MR T		SPIDERMAN/HULK 1		SPIDERMAN/HULK 2 (SD)		THUNDARR				(1) (-OP)	← NBC MAJOR LEAGUE BASEBALL CHICAGO CUBS VS N.Y. METS ST. LOUIS VS PITTSBURGH MULTI-SEGMENT TELECAST(OP)				
AVERAGE AUDIENCE (Households (000) & %)	4,940		3,180		2,930		2,600				3,600	6,870				
	5.9		3.8		3.5		3.1				4.3	8.2		7.2*		7.8*
SHARE OF AUDIENCE %	23		15		13		12				16	27		24 *		27 *
AVG. AUD. BY ¼ HR. %	5.8	6.0	3.7	4.0	3.6	3.5	2.9	3.2			4.2	4.9	6.6	7.9	7.7	8.0

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 2																
ABC TV																
TOTAL AUDIENCE (Households (000) & %)	← SUMMR OLYMS-SAT-10.30AM-2 (10:30-6:30PM) →															
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %		8.9*		10.3*		12.0*		13.1*		14.3*		15.6*		16.4*		15.3*
AVG. AUD. BY ¼ HR. %		32 *		36 *		40 *		42 *		45 *		49 *		50 *		46 *
	8.4	9.4	9.8	10.9	11.9	12.1	13.3	12.8	14.0	14.5	15.3	15.9	16.4	16.3	16.1	14.6
CBS TV																
TOTAL AUDIENCE (Households (000) & %)	5,610		5,030		3,600		3,440		3,520		2,770					
	6.7		6.0		4.3		4.1		4.2		3.3					
	BUGS BUNNY/ROAD RUNNER 2		BUGS BUNNY/ROAD RUNNER 3 (SD)		BISKITTS (SD)		BENJI,ZAX & THE-PRINCE (SD)		NEW FAT ALBERT SHOW (SD)		CBS CHILDREN'S FILM FEST					
AVERAGE AUDIENCE (Households (000) & %)	4,530		4,020		2,850		2,600		2,770		2,100					
	5.4		4.8		3.4		3.1		3.3		2.5					
SHARE OF AUDIENCE %	18		16		11		10		10		8					
AVG. AUD. BY ¼ HR. %	5.2	5.6	5.2	4.4	3.5	3.2	3.2	3.1	3.4	3.3	2.5	2.5				
NBC TV																
TOTAL AUDIENCE (Households (000) & %)	[illegible]		4,440		3,520		3,520						2,600	11,230		
	7.8		5.3		4.2		4.2						3.1	13.4		
	MR T		SPIDERMAN/HULK 1		SPIDERMAN/HULK 2 (SD)		THUNDARR						(2) (-OP)	NBC MAJOR LEAGUE BASEBALL CHICAGO WHITE SOX VS MILWAUKEE L.A. VS CINCINNATI MULTI-SEGMENT TELECAST(OP)		
AVERAGE AUDIENCE (Households (000) & %)	[illegible]		[illegible]		3,020		2,600						2,350	3,270		
	[illegible]		[illegible]		3.6		3.1						2.8	3.9		2.9*
SHARE OF AUDIENCE %	[illegible]		16		12		10						9	11		9 *
AVG. AUD. BY ¼ HR. %	[illegible]	[illegible]	[illegible]	[illegible]	3.7	3.5	3.1	3.0					2.8	3.0	2.7	3.1
TV HOUSEHOLDS USING TV (See Def. 1) WK. 1	[illegible]	[illegible]	[illegible]	[illegible]	26.7	27.0	26.0	26.5	26.0	27.2	27.7	28.5	28.7	29.4	28.9	29.1
WK. 2	[illegible]	[illegible]	[illegible]	30.0	30.5	30.8	31.8	31.9	31.6	32.2	32.0	32.5	32.8	33.2	33.6	33.9

U.S. TV Households: 83,800,000

(1)NBC MAJOR LEAGUE PRE GAME,NBC,(1:10-1:47PM) (2)NBC MAJOR LEAGUE PRE GAME,NBC,(2:00-2:17PM)

For explanation of symbols, See page A.

DAY SAT. AUG.4, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JULY 28, 1984

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1																
ABC TV																
TOTAL AUDIENCE (Households (000) & %)	13,830 16.5															
ABC WIDE WORLD-SPORTS SAT																
AVERAGE AUDIENCE (Households (000) & %)	3,690 4.4	3.9*		4.1*		3.9*		4.2*		4.9*		5.4*		4.7*		
SHARE OF AUDIENCE %	13	13 *		13 *		12 *		13 *		15 *		16 *		13 *		
AVG. AUD. BY ¼ HR. %	4.1	3.8	4.2	4.0	4.0	3.8	4.2	4.2	4.7	5.0	5.7	5.0	4.6	4.7		
CBS TV																
TOTAL AUDIENCE (Households (000) & %)	5,110 6.1				7,120 8.5										6,200 7.4	
CBS SPORTS SPEC															CBS SAT. NEWS-SCHIEFFER	
HARTFORD OPEN SAT (4:00-5:59PM)																
AVERAGE AUDIENCE (Households (000) & %)	2,770 3.3	3.5*		3.1*	3,100 3.7	3.2*		3.4*		4.0*		4.2*			5,110 6.1	
SHARE OF AUDIENCE %	11	12 *		10 *	11	10 *		10 *		12 *		12 *			15	
AVG. AUD. BY ¼ HR. %	3.6	3.5	3.1	3.0	3.2	3.1	3.4	3.4	4.0	4.0	4.1	4.2			6.0	6.3
NBC TV																
TOTAL AUDIENCE (Households (000) & %)															6,290 7.5	
NBC MAJOR LEAGUE BASEBALL CHICAGO CUBS VS N.Y. METS ST. LOUIS VS PITTSBURGH MULTI-SEGMENT TELECAST															NBC NIGHTLY NEWS-SAT.	
AVERAGE AUDIENCE (Households (000) & %)		8.8*		8.9*		9.2*		8.1*							5,110 6.1	
SHARE OF AUDIENCE %		29 *		28 *		28 *		25 *							16	
AVG. AUD. BY ¼ HR. %	8.4	9.2	8.9	8.9	9.1	9.3	8.3	7.8							6.3	5.9
WEEK 2																
ABC TV																
TOTAL AUDIENCE (Households (000) & %)																
SUMMR OLYMS-SAT-10:30AM-2 (10:30-6:30PM)																
AVERAGE AUDIENCE (Households (000) & %)		15.1*		14.3*		14.4*		15.8*		16.3*		16.0*		16.7*		
SHARE OF AUDIENCE %		46 *		42 *		40 *		42 *		42 *		42 *		41 *		
AVG. AUD. BY ¼ HR. %	15.0	15.2	15.1	13.6	14.5	14.3	15.4	16.2	16.5	16.2	15.8	16.1	17.3	16.2		
CBS TV																
TOTAL AUDIENCE (Households (000) & %)	4,110 4.9						3,850 4.6								5,950 7.1	
INT'L AMATEUR BOWLING															CBS SAT. NEWS-SCHIEFFER	
MEMPHIS GOLF CLASSIC(SAT) (4:30-5:59PM)																
AVERAGE AUDIENCE (Households (000) & %)	2,100 [illegible]	2.4*		2.5*		2.6*	2,010 2.4	2.3*		2.4*		2.5*			5,110 6.1	
SHARE OF AUDIENCE %	7	7 *		7 *		7 *	6	6 *		6 *		6 *			14	
AVG. AUD. BY ¼ HR. %	2.4	2.3	2.3	2.6	2.5	2.6	2.4	2.1	2.3	2.5	2.5	2.5			5.8	6.4
NBC TV																
TOTAL AUDIENCE (Households (000) & %)															4,440 5.3	
NBC MAJOR LEAGUE BASEBALL CHICAGO WHITE SOX VS MILWAUKEE L.A. VS CINCINNATI MULTI-SEGMENT TELECAST															NBC NIGHTLY NEWS-SAT.	
AVERAGE AUDIENCE (Households (000) & %)		3.0*		4.1*		4.2*		4.4*		4.5*		4.3*		4.4*	3,350 4.0	
SHARE OF AUDIENCE %		[illegible] *		12 *		12 *		12 *		12 *		11 *		11 *	9	
AVG. AUD. BY ¼ HR. %	3.0	3.0	3.7	4.4	4.4	4.1	4.5	4.3	4.5	4.5	4.3	4.2	4.3		3.9	4.1
TV HOUSEHOLDS USING TV (See Def. 1) WK. 1	29.8	31.1	31.8	32.1	32.8	33.5	34.3	34.3	34.1	35.4	36.4	37.2	38.4	38.4	39.5	39.9
TV HOUSEHOLDS USING TV (See Def. 1) WK. 2	33.2	33.2	33.8	34.0	36.1	37.5	38.8	39.4	40.1	40.8	40.8	40.4	42.0	43.4	44.0	44.7

U.S. TV Households: 83,800,000

For explanation of symbols, See page A

DAY SAT. AUG.4, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JULY 29, 1984

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1																
ABC TV																
TOTAL AUDIENCE (Households (000) & %)															2,350 2.8 THIS WK DAVID BRINKLEY(B)	
AVERAGE AUDIENCE (Households (000) & %)															1,420 1.7	1.2*
SHARE OF AUDIENCE %															8	6 *
AVG. AUD. BY ¼ HR. %															1.2	1.2
CBS TV																
TOTAL AUDIENCE (Households (000) & %)									5,530 6.6							
						CAPTAIN KANGAROO-SUN (SUS)					SUNDAY MORNING					
AVERAGE AUDIENCE (Households (000) & %)									3,100 3.7	3.3*		3.9*		4.0*		
SHARE OF AUDIENCE %									20	21 *		21 *		19 *		
AVG. AUD. BY ¼ HR. %									2.9	3.8	3.8	4.0	4.1	3.9		
NBC TV																
TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																
WEEK 2																
ABC TV																
TOTAL AUDIENCE (Households (000) & %)											1,840 2.2				39,470 47.1	
											THIS WK-DAVID BRINKLEY-SP				SUMMR OLYMS-SUN-10:30AM-2 (10:30-6:00PM)	
AVERAGE AUDIENCE (Households (000) & %)											1,010 1.2	1.4*		1.1*	13,580 16.2	5.4*
SHARE OF AUDIENCE %											6	8 *		5 *	45	24 *
AVG. AUD. BY ¼ HR. %											1.4	1.4	1.1	1.1	4.7	6.2
CBS TV																
TOTAL AUDIENCE (Households (000) & %)									5,030 6.0						2,260 2.7	
						CAPTAIN KANGAROO-SUN (SUS)					SUNDAY MORNING				FACE THE NATION	
AVERAGE AUDIENCE (Households (000) & %)									2,850 3.4	2.8*		3.8*		3.5*	1,760 2.1	
SHARE OF AUDIENCE %									17	17 *		18 *		15 *	8	
AVG. AUD. BY ¼ HR. %									2.5	3.2	3.7	3.8	3.7	3.3	2.2	2.1
NBC TV																
TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	4.8	5.4	6.0	7.0	8.8	10.7	12.4	14.2	16.1	18.4	19.1	20.4	21.8	22.8	24.1	25.3
WK. 2	4.6	5.1	6.4	8.1	9.6	11.9	13.5	15.1	16.6	18.9	21.3	23.1	24.6	25.7	26.3	27.9

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SUN. AUG.5, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. [illegible]

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	[illegible]
WEEK 1														
ABC TV														
TOTAL AUDIENCE (Households (000) & %)			33,940 40.5											
	THIS WK DAVID BRINKLEY(B)								SUMMR OLYMS SUN-11:30AM-1 (11:30-6:00PM)					
AVERAGE AUDIENCE (Households (000) & %)			13,070											
SHARE OF AUDIENCE %		2.1* 9 *	15.6 43	8.3* 30 *		11.6* 39 *		14.1* 44 *		15.7* 46 *		15.3* 45 *		15.7* 45 *		17.4* 47 *
AVG. AUD. BY ¼ HR. %	1.7	2.5	7.4	9.2	11.0	12.3	13.6	14.5	15.8	15.7	15.5	15.1	15.5	16.0	17.7	17.0
CBS TV														
TOTAL AUDIENCE (Households (000) & %)			3,020 3.6						9,300 11.1					
	FOR OUR TIMES (SUS)		FACE THE NATION									TALLADEGA 500 (1:00-4:36PM)		
AVERAGE AUDIENCE (Households (000) & %)			2,350 2.8						3,440 4.1	3.1*		3.6*		3.8*		3.9*
SHARE OF AUDIENCE %			10						11	9 *		11 *		11 *		11 *
AVG. AUD. BY ¼ HR. %			2.9	2.7					3.1	3.2	3.4	3.8	3.9	3.7	3.6	4.3
NBC TV														
TOTAL AUDIENCE (Households (000) & %)							2,100 2.5							
							MEET THE PRESS							
AVERAGE AUDIENCE (Households (000) & %)							1,840 2.2							
SHARE OF AUDIENCE %							7							
AVG. AUD. BY ¼ HR. %							2.2	2.1						
WEEK 2														
ABC TV														
TOTAL AUDIENCE (Households (000) & %)														
								SUMMR OLYMS-SUN-10:30AM-2 (10:30-6:00PM)						
AVERAGE AUDIENCE (Households (000) & %)														
SHARE OF AUDIENCE %		9.0* 34 *		12.1* 40 *		15.1* 46 *		17.7* 51 *		20.7* 57 *		22.1* 57 *		17.9* 47 *		15.8* 41 *
AVG. AUD. BY ¼ HR. %	8.2	9.8	11.7	12.6	14.3	15.9	17.2	18.3	19.9	21.5	22.6	21.5	19.1	16.7	16.0	15.7
CBS TV														
TOTAL AUDIENCE (Households (000) & %)														
	FOR OUR TIMES (SUS)													
AVERAGE AUDIENCE (Households (000) & %)														
SHARE OF AUDIENCE %														
AVG. AUD BY ¼ HR. %														
NBC TV														
TOTAL AUDIENCE (Households (000) & %)							2,350 2.8							
							MEET THE PRESS							
AVERAGE AUDIENCE (Households (000) & %)							1,680 2.0							
SHARE OF AUDIENCE %							6							
AVG. AUD. BY ¼ HR. %							2.0	2.0						
TV HOUSEHOLDS USING TV (See Def. 1) WK. 1	[illegible]	[illegible]	[illegible]	[illegible]	31.7	32.6	33.3	34.6	35.3	35.3	34.9	35.5	36.0	36.5	36.9	37.7
WK. 2	[illegible]	[illegible]	[illegible]	[illegible]	34.0	35.2	36.0	36.8	37.3	38.4	39.3	39.1	38.5	38.4	38.7	[illegible]

U.S. TV Households: 83,800,000

For explanation of symbols, See page A

DAY SUN. AUG.5, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JULY 29, 1984

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1																
ABC TV																
TOTAL AUDIENCE (Households (000) & %)															12,400 14.8	
							SUMMR OLYMS-SUN-11:30AM 1 (11:30-6:00PM)								ABC WRLD NEWS TONIGHT-SP	
AVERAGE AUDIENCE (Households (000) & %)		16.9*		17.0*		17.3*		17.7*		18.4*		17.2*			10,390 12.4	
SHARE OF AUDIENCE %		45 *		45 *		45 *		44 *		43 *		40 *			28	
AVG. AUD. BY ¼ HR. %	16.4	17.3	16.9	17.2	17.3	17.3	17.9	17.5	18.2	18.5	17.4	17.0			12.7	12.2
CBS TV																
TOTAL AUDIENCE (Households (000) & %)							6,120 7.3						5,030 6.0			
			TALLADEGA 500 (1:00-4:38PM) (-OP)						HARTFORD OPEN-SUN. (4:36-6:08PM) (OP)(-OP)				CBS EVENING NEWS-DEAN (6:08-6:30PM) (OP)			
AVERAGE AUDIENCE (Households (000) & %)		4.3*		4.4*		5.0*	3,180 3.8	3.2*		3.6*		4.2*	3,770 4.5			
SHARE OF AUDIENCE %		12 *		12 *		13 *	9	8 *		8 *		10 *	10			
AVG. AUD. BY ¼ HR. %	4.3	4.3	4.3	4.5	4.9	5.2	3.3	3.1	3.5	3.6	4.1	4.4	3.9	5.2		
NBC TV																
TOTAL AUDIENCE (Households (000) & %)					4,940 5.9										5,700 6.8	
							SPORTSWORLD								NBC NIGHTLY NEWS-SUN	
AVERAGE AUDIENCE (Households (000) & %)					2,100 2.5	2.2*		2.4*		2.8*					4,610 5.5	
SHARE OF AUDIENCE %					6	6 *		6 *		7 *					12	
AVG. AUD. BY ¼ HR. %					2.4	2.0	2.3	2.6	2.9	2.6					5.5	5.4
WEEK 2																
ABC TV																
TOTAL AUDIENCE (Households (000) & %)															16,760 20.0	
							SUMMR OLYMS-SUN-10:30AM-2 (10:30-6:00PM)								ABC WRLD NEWS TONIGHT-SPC	
AVERAGE AUDIENCE (Households (000) & %)		15.6*		17.2*		17.0*		17.1*		19.2*		21.0*			13,910 16.6	
SHARE OF AUDIENCE %		40 *		43 *		42 *		43 *		47 *		49 *			37	
AVG. AUD. BY ¼ HR. %	15.6	15.6	16.8	17.6	17.6	16.5	16.4	17.8	19.3	19.2	20.0	22.0			16.9	16.2
CBS TV																
TOTAL AUDIENCE (Households (000) & %)			6,120 7.3										5,610 6.7			
							MEMPHIS GOLF CLASSIC(SUN) (3:30-6:03PM) (-OP)						CBS EVENING NEWS DEAN (6:03-6:30PM) (OP)			
AVERAGE AUDIENCE (Households (000) & %)			2,010 2.4	2.3*		2.1*		2.2*		2.5*		2.7*	4,270 5.1			
SHARE OF AUDIENCE %			6	6 *		5 *		6 *		6 *		6 *	11			
AVG. AUD. BY ¼ HR. %			2.3	2.2	2.1	2.0	2.2	2.2	2.5	2.6	2.6	2.8	4.5	5.8		
NBC TV																
TOTAL AUDIENCE (Households (000) & %)					7,290 8.7										5,200 6.2	
							SPORTSWORLD								NBC NIGHTLY NEWS-SUN	
AVERAGE AUDIENCE (Households (000) & %)					3,180 3.8	4.4*		4.1*		3.0*					4,190 5.0	
SHARE OF AUDIENCE %					9	11 *		10 *		7 *					10	
AVG. AUD. BY ¼ HR. %					4.2	4.6	3.9	4.3	3.3	2.7					4.8	5.3
TV HOUSEHOLDS USING TV (See Def. 1) WK. 1	37.7	37.8	38.1	38.5	39.5	39.9	40.6	41.6	43.3	43.8	44.2	45.1	46.3	46.5	45.8	45.5
TV HOUSEHOLDS USING TV (See Def. 1) WK. 2	38.7	39.1	39.[illegible]	40.6	40.5	40.4	40.2	41.2	42.4	43.1	43.7	45.7	46.9	47.4	48.2	48.8

U.S. TV Households: 83,600,000

For explanation of symbols, See page A.

DAY SUN. AUG.5, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AV. AUD BY ¼ HR %	TELE-CAST DAYS
EVENING MONDAY																	
ABC SUMMR OLYMS-MON- 7:00PM-2(S)	2	7.00-11.02PM	→GRID								42,240	50.4	18,770	22.4	41		
	2	11.07-12.02AM															
			11.00													21.8	
			11.15											21.6*	39*	21.5	
			11.30													21.5	
			11.45											20.9*	44*	20.3	
			12.00													18.6	
ABC ABC MONDAY NIGHT BASEBALL	1	8.13-11.19PM	→GRID	17,600	21.0	8,380	10.0	18									
			11.00						10.5								
			11.15				10.3*	19*	3.3								
			11.30						3.7								
ABC ABC MONDAY NIGHT BSBL-PRE	1	8.00- 8.13PM	→GRID	6,120	7.3	6,200	7.4	15									
EVENING TUESDAY																	
ABC SUMMR OLYMS-TUE- 7:00PM-2(S)	2	7.00-12.01AM	→GRID								44,080	52.6	20,530	24.5	45		
			11.00													30.3	
			11.15											29.6*	52*	29.0	
			11.30													28.2	
			11.45											26.2*	54*	24.2	
			12.00													19.4	
CBS AFTERMASH	1	8.35- 9.05PM	→GRID	7,710	9.2	6,200	7.4	14									
			9.00						9.5								
CBS CBS TUESDAY NIGHT MOVIES	1	9.05-11.05PM	→GRID	17,680	21.1	9,390	11.2	20									
			11.00						12.9								
NBC A TEAM	1	8.35- 9.35PM	→GRID	17,850	21.3	12,650	15.1	28									
			9.30						16.1								
NBC RIPTIDE	1	9.35-10.35PM	→GRID	16,090	19.2	11,480	13.7	24									
			10.30						13.7								
NBC REMINGTON STEELE	1	10.35-11.35PM	→GRID	14,500	17.3	10,060	12.0	23									
			11.00						12.1								
			11.15				12.3*	24*	12.4								
			11.30						12.1								
EVENING WEDNESDAY																	
ABC SUMMR OLYMS-WED- 7:00PM-2(S)	2	7.00-12.17AM	→GRID								45,670	54.5	20,950	25.0	46		
			11.00													32.1	
			11.15											32.4*	55*	32.7	
			11.30													34.6	
			11.45											33.4*	64*	32.3	
			12.00													31.5	
			12.15											30.6*	65*	24.6	
ABC ABC BUSINESS BRIEF-WED	1	8.58- 8.59PM	8.45	11,400	13.6	11,400	13.6	27	13.6								
ABC ABC BUSINESS BRIEF-WED-SP(S)	2	8.57- 8.58PM	8.45								19,440	23.2	19,440	23.2	42	23.2	
ABC REAGAN-BUSH '84 COMM.(S)	1	10.58-11.00PM	10.45	11,310	13.5	9,800	11.7	21	11.7								
CBS REAGAN FOR PRESIDENT(S)	1	10.55-11.00PM	10.45	14,330	17.1	12,230	14.6	27	14.6								
NBC NBC MAJOR LGE. PRE-WED.(S)	1	8.00- 8.18PM	→GRID	7,120	8.5	6,450	7.7	17									
			8.15						7.3								

 U.S. TV HOUSEHOLDS: 83,800,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	[illegible] %	[illegible] DAY
EVENING WEDNESDAY-CONT'D																	
NBC NBC MAJOR LGE. BSBL-WED.(S)	1	8.18-12.02AM	→GRID	18,940	22.6	7,290	8.7	17									
			11.00						8.7								
			11.15				8.0*	15*	7.2								
			11.30						7.3								
			11.45				7.1*	17*	6.8								
			12.00						6 0								
EVENING THURSDAY																	
ABC SUMMR OLYMS-THU- 7:00PM-2(S)	2	7.00-11.04PM	→GRID								44,160	52.7	20,030	23.9	45		
	2	11.09-12.00MD														25 0	
			11.00											23.1*	42*	21 8	
			11.15													22.1	
			11.30											21.1*	47*	20.1	
			11.45														
EVENING FRIDAY																	
ABC SUMMR OLYMS-FRI- 7:00PM-2(S)	2	7.00-11.02PM	→GRID								42,740	51.0	19,440	23.2	45		
	2	11.07-12.01AM														27.0	
			11.00											26.1*	49*	25 5	
			11.15													24.5	
			11.30											23.9*	51*	23.3	
			11.45														
			12.00													21.1	
ABC ABC BUSINESS BRIEF-FRI	1	8.41- 8.42PM	8.30	9,640	11.5	9,640	11.5	23	11.5								
ABC ABC BUSINESS BRIEF-FRI-SP(S)	2	9.00- 9.01PM	9.00								20,610	24.6	20,610	24.6	46	24.6	
CBS REAGAN FOR PRESIDENT-FRI(S)	1	8.53- 9.00PM	8.45	9,550	11.4	7,460	8.9	18	8.9								
NBC REAGAN POLITICAL-NBC-FRI(S)	1	10.55-11.00PM	10.45	9,640	11.5	7,960	9.5	19	9.5								
EVENING SATURDAY																	
ABC ABC NEWSBRIEF-SAT(S)	1	9.06- 9.07PM	9.00	20,450	24.4	20,450	24.4	48	24.4								
ABC ABC NEWSBRIEF-SAT SPEC.(S)	2	9.00- 9.02PM	9.00								20,200	24.1	19,360	23.1	44	23.1	
ABC ABC NEWSBRIEF-SAT SPECIAL(S)	2	9.57- 9.58PM	9.45								20,780	24.8	20,780	24.8	45	24.8	
ABC ABC NEWSBRIEF SATURDAY(S)	1	10.01-10.03PM	10.00	23,130	27.6	22,630	27.0	49	27.0								
ABC ABC WKEND REPORT-SAT(S)	2	12.16-12.31AM	→GRID								3,600	4.3	3,440	4.1	12		
			12.30													3.2	
CBS NEWSBREAK-SAT.		8.58- 8.59PM	8.45	4,860	5.8	4,860	5.8	12	5.8		4,690	5.6	4,690	5.6	11	5.6	
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	7,370	8.8	7,370	8.8	18	8.8		6,290	7.5	6,290	7.5	14	7.5	
NBC NBC NEWS DIGEST-2-SAT.		9.58- 9.59PM	9.45	7,540	9.0	7,540	9.0	17	9.0		6,450	7.7	6,450	7.7	14	7.7	
EVENING SUNDAY																	
ABC ABC NEWSBRIEF-SUN SPEC.(S)	2	9.00- 9.02PM	9.00								24,390	29.1	23,720	28.3	49	28.3	
ABC ABC NEWSBRIEF-SUN(S)	1	9.22- 9.24PM	9.15	21,290	25.4	21,030	25.1	43	25.1								
ABC ABC NEWSBRIEF-SUN SPECIAL(S)	2	10.01-10.03PM	10.00								26,480	31.6	26,060	31.1	52	31.1	
ABC ABC NEWSBRIEF SUNDAY(S)	1	10.27-10.29PM	10.15	23,050	27.5	22,540	26.9	44	26.9								
ABC ABC WKEND REPORT-SUN(S)	2	12.18-12.33AM	→GRID								3,690	4.4	3,350	4.0	14		
			12.30													3.6	

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER HOUR)

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD BY QTR HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	[illegible]	[illegible]
EVENING SUNDAY-CONT'D																	
CBS NEWSBREAK-SUN.	2	8.28- 8.29PM	8.15														
	1	8.58- 8.59PM	8.45	6,790	8.1	6,790	8.1	14	8.1		6,200	7.4	6,200	7.4	14	7.4	
NBC NBC NEWS DIGEST-SUN		8.58- 8.59PM	8.45	7,790	9.3	7,790	9.3	[illegible]	[illegible]		5,700	6.8	5,700	6.8	12	6.8	
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F	1	>	8.00	8,630	10.3	8,630	10.3	19	7.7	M-F							
			9.45						10.9	TU & W							
			10.00						11.1	TH&F							
ABC ABC NEWSBRIEF-M-F SPECIAL(S)	2	>	9.45								24,130	28.8	23,460	28.0	47	28.4	M-F
			10.00													28.5	MTHF
ABC ABC NEWS:NIGHTLINE	1	11.30-12.00MD	11.30	5,700	6.8	4,270	5.1	14	5.8	TU-F							
			11.45						4.4	TU-F							
ABC ABC NEWS:NIGHTLINE-MON	1	11.42 12.12AM	11.30	5,030	6.0	3,600	4.3	13	6.2	MON.							
			11.45						4.5	MON.							
			12.00						3.5	MON.							
ABC ABC ROCKS	1	12.00-12.32AM	12.00	2,100	2.5	1,680	2.0	6	2.0	FRI.							
			12.15						2.0	FRI.							
			12.30						1.8	FRI.							
ABC EYE ON HOLLYWOOD	1	>	12.00	1,510	1.8	1,170	1.4	5	1.6	M-TH							
			12.15						1.3	M-TH							
			12.30						1.2	M-W							
ABC SUMMR OLYMS-FRI-12:32AM-2(S)	2	12.32- 2.00AM	12.30								17,350	20.7	11,560	13.8	45	15.0	FRI.
			12.45											15.2*	43*	15.4	FRI.
			1.00													14.8	FRI.
			1.15											14.7*	47*	14.6	FRI.
			1.30													12.5	FRI.
			1.45											11.7*	46*	11.0	FRI.
ABC SUMMR OLYMS MON 12:34AM-2(S)	2	12.34- 2.00AM	12.30								12,820	15.3	8,040	9.6	37	12.2	MON.
			12.45											12.0*	38*	11.8	MON.
			1.00													10.6	MON.
			1.15											9.9*	38*	9.1	MON.
			1.30													8.3	MON.
			1.45											7.4*	35*	6.5	MON.
ABC SUMMR OLYMS THU 12:31AM-2(S)	2	12.31- 1.50AM	12.30								13,910	16.6	8,800	10.5	41	12.7	THU.
			12.45											12.1*	41*	11.6	THU.
			1.00													10.9	THU.
			1.15											10.3*	42*	9.6	THU.
			1.30													8.7	THU.
			1.45											8.4*	40*	7.5	THU.
ABC SUMMR OLYMS TUE 12:32AM-2(S)	2	12.32- 2.00AM	12.30								13,070	15.6	7,290	8.7	34	11.7	TUE.
			12.45											11.3*	36*	10.9	TUE.
			1.00													9.5	TUE.
			1.15											8.6*	34*	7.7	TUE.
			1.30													6.9	TUE.
			1.45											6.5*	32*	6.1	TUE.
ABC SUMMR OLYMS-WED-12:48AM-2(S) CONT'D	2	12.48- 2.08AM	12.45								14,160	16.9	9,720	11.6	47	13.0	WED.
			1.00													12.9	WED.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER HOURS)

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG AUD BY ½ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG AUDIENCE ½ HR %	TELE-CAST DAYS
EVENING MONDAY-FRIDAY-CONT'D																	
ABC SUMMR OLYMS-WED-12:48AM-2(S)-CONT'D																	
			1.15											12.5*	47*	12.1	WED.
			1.30													11.4	WED.
			1.45											10.7*	48*	10.1	WED.
			2.00											9.2*	51*	9.2	WED.
CBS NEWSBREAK-M-F		>	8.45	8,630	10.3	8,630	10.3	19	10.6	M-F	5,870	7.0	6,200	7.4	13	7.0	M-F
			9.00						8.8	TUE.							
CBS LATE MOVIE I		>	11.30	6,870	8.2	4,360	5.2	16	5.5	M-F	5,700	6.8	3,770	4.5	12	4.6	M-F
			11.45				5.4*	14*	5.3	M-F				4.6*	11*	4.6	M-F
			12.00						5.1	M-F						4.5	M-F
			12.15				5.0*	17*	5.0	M-F				4.5*	14*	4.4	M-F
			12.30				5.2*	21*	5.2	M-F				4.3*	16*	4.4	M-F
		VARIOUS TIMES	(SUS)														
CBS LATE MOVIE II		>	12.30	4,270	5.1	3,270	3.9	20	4.2	M-F	3,520	4.2	2,680	3.2	14	3.5	M-F
			12.45				4.0*	18*	3.9	M-F				3.4*	14*	3.3	M-F
			1.00						3.8	M-F						3.1	M-F
			1.15				3.7*	20*	3.7	M-F				3.1*	15*	3.0	M-F
			1.30						3.4	TU & W						3.4	TUE.
		VARIOUS TIMES	(SUS)														
CBS CBS NEWS NIGHTWATCH-1		>	2.00	1,510	1.8	1,340	1.6	16	1.7	M-THSU	1,340	1.6	1,090	1.3	13	1.4	M-THSU
			2.15						1.5	M-THSU						1.2	M-THSU
CBS CBS NEWS NIGHTWATCH-2		2.30- 6.00AM	→GRID	2,260	2.7	920	1.1	22		M-THSU	2,100	2.5	840	1.0	20		M-THSU
			2.30						1.7	M-THSU						1.4	M-THSU
			2.45				1.6*	20*	1.5	M-THSU				1.4*	18*	1.3	M-THSU
			3.00						1.5	M-THSU						1.3	M-THSU
			3.15				1.4*	22*	1.3	M-THSU				1.2*	19*	1.2	M-THSU
			3.30						1.2	M-THSU						1.1	M-THSU
			3.45				1.1*	22*	1.0	M-THSU				1.1*	21*	1.0	M-THSU
			4.00						.9	M-THSU						.9	M-THSU
			4.15				.9*	21*	.9	M-THSU				.9*	21*	.8	M-THSU
			4.30						.9	M-THSU						.8	M-THSU
			4.45				.9*	23*	.9	M-THSU				.8*	22*	.7	M-THSU
			5.30						.9	M-THSU						.7	M-THSU
			5.45				.8*	22*	.9	M-THSU				.7*	19*	.7	M-THSU
NBC NBC NEWS DIGEST-M-F	1	>	8.15	7,960	9.5	7,960	9.5	18	6.4	M-F							
	2	>	8.45						9.2	MTHF	6,700	8.0	6,700	8.0	14	6.9	M-F
			9.00													9.8	M & TU
			9.30						13.8	TUE.							
NBC NBC NEWS DIGEST-2-M-F		>	9.45	8,460	10.1	8,460	10.1	18	8.5	TU&TH	5,280	6.3	5,280	6.3	10	6.3	M & TH
			10.30						11.6	TUE.							
NBC TONIGHT SHOW		>	11.30	9,720	11.6	6,030	7.2	22	7.8	MTUTHF	6,030	7.2	3,350	4.0	11	4.5	M-F
			11.45				7.5*	20*	7.1	MTHF				4.3*	10*	4.0	M-F
			12.00						7.2	MTUTHF						3.9	M-F
			12.15				6.7*	22*	6.4	MTUTHF				3.7*	11*	3.5	M-F
			12.30						8.4	TUE.							
			12.45				8.1*	31*	7.8	TUE.							
			1.00						6.6	TUE.							
NBC DAVID LETTERMAN I CONT'D		>	12.30	3,440	4.1	2,930	3.5	16	3.5	M-TH	2,430	2.9	2,100	2.5	10	2.6	M-TH

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER HOUR)

DAY NETWORK/PROGRAM	#	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD BY ¼ HR %	TELE-CAST DAYS
EVENING MONDAY-FRIDAY-CONT'D																	
NBC DAVID LETTERMAN I-CONT'D			12.45						2.9	M-TH						2.4	M-TH
			1.00						3.7	TU & W							
			1.15						4.2	TU & W							
			1.30						3.9	TUE.							
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30	5,450	6.5	2,510	3.0	14	4.4	FRI.	4,530	5.4	1,930	2.3	9	3.1	FRI.
			12.45				3.9*	15*	3.4	FRI.				2.8*	10*	2.5	FRI.
			1.00						3.0	FRI.						2.3	FRI.
			1.15				2.9*	14*	2.8	FRI.				2.3*	9*	2.3	FRI.
			1.30						2.6	FRI.						2.1	FRI.
			1.45				2.3*	14*	2.1	FRI.				1.8*	9*	1.5	FRI.
NBC DAVID LETTERMAN II		>	1.00	2,770	3.3	2,260	2.7	16	2.6	M-TH	2,180	2.6	1,760	2.1	11	2.1	M-TH
			1.15						2.2	M-TH						2.1	M-TH
			1.30						2.7	TU & W							
			1.45						3.3	TU & W							
			2.00						2.8	TUE.							
DAY MONDAY-FRIDAY																	
ABC ABC WORLD NEWS-MORN-615A	1	6.15- 6.30AM	6.15	840	1.0	750	.9	15	.9	M-F							
ABC ABC WRLD NEWS-SPC-6:15A-1(S)	2	6.15- 6.30AM	6.15								840	1.0	750	.9	16	.9	M-F
ABC ABC WORLD NEWS-MORN-645A	1	6.45- 7.00AM	6.45	1,260	1.5	1,170	1.4	16	1.4	M-F							
ABC ABC WRLD NEWS-SPC-6:45A-1(S)	2	6.45- 7.00AM	6.45								1,170	1.4	1,170	1.4	18	1.4	M-F
ABC SUMMR OLYMS-FRI-11:00AM-2(S)	2	11.00- 2.00PM	11.00								18,440	22.0	7,710	9.2	31	6.1	FRI.
			11.15											6.3*	25*	6.5	FRI.
			11.30													7.2	FRI.
			11.45											7.5*	27*	7.9	FRI.
			12.00													9.5	FRI.
			12.15											9.6*	31*	9.8	FRI.
			12.30													10.5	FRI.
			12.45											10.3*	33*	10.1	FRI.
			1.00													10.3	FRI.
			1.15											10.3*	32*	10.3	FRI.
			1.30													11.1	FRI.
			1.45											11.2*	35*	11.4	FRI.
ABC SUMMR OLYMS MON 11:00AM 2(S)	2	11.00- 2.01PM	11.00								19,270	23.0	7,460	8.9	29	5.4	MON.
			11.15											5.4*	21*	5.5	MON.
			11.30													6.1	MON.
			11.45											6.5*	23*	6.9	MON.
			12.00													8.8	MON.
			12.15											8.9*	29*	9.0	MON.
			12.30													10.1	MON.
			12.45											10.2*	32*	10.2	MON.
			1.00													11.0	MON.
			1.15											11.1*	33*	11.2	MON.
			1.30													11.4	MON.
			1.45											11.4*	34*	11.4	MON.
			2.00													11.2	MON.
ABC SUMMR OLYMS-THU-11:00AM-2(S)	2	11.00- 2.00PM	11.00								20,030	23.9	8,300	9.9	32	6.5	THU.
CONT'D			11.15											7.1*	27*	7.6	THU.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER HOURS)

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG AUD BY ¼ HR %	TELE-CAST DAYS
DAY MONDAY-FRIDAY-CONT'D																	
ABC SUMMR OLYMS-THU-11:00AM-2(S)-CONT'D																	
			11.30													8.3	THU.
			11.45											8.4*	29*	8.6	THU.
			12.00													10.3	THU.
			12.15											10.4*	33*	10.5	THU.
			12.30													11.0	THU.
			12.45											11.3*	36*	11.7	THU.
			1.00													11.3	THU.
			1.15											10.8*	34*	10.3	THU.
			1.30													10 9	THU.
			1.45											11.3*	34*	11.7	THU.
ABC SUMMR OLYMS-TUE-11:00AM-2(S)	2	11.00- 2.00PM	11.00								19,860	23.7	8,380	10.0	33	6.6	TUE.
			11.15											6.9*	26*	7.3	TUE.
			11.30													8.2	TUE.
			11.45											8.2*	30*	8.3	TUE.
			12.00													9.2	TUE.
			12.15											9.0*	31*	8.9	TUE.
			12.30													10.3	TUE.
			12.45											10.6*	34*	10.9	TUE.
			1.00													12.0	TUE.
			1.15											12.0*	37*	12.1	TUE.
			1.30													12.8	TUE.
			1.45											13.0*	39*	13.2	TUE.
ABC SUMMR OLYMS-WED-11:00AM-2(S)	2	11.00- 2.00PM	11.00								19,110	22.8	7,790	9.3	30	7.1	WED.
			11.15											7.3*	27*	7.4	WED.
			11.30													8.1	WED.
			11.45											8.2*	29*	8.2	WED.
			12.00													8.8	WED.
			12.15											8.9*	29*	9.0	WED.
			12.30													10.2	WED.
			12.45											10.1*	31*	10.0	WED.
			1.00													9.8	WED.
			1.15											10.3*	32*	10.7	WED.
			1.30													11.1	WED.
			1.45											11.0*	34*	11.0	WED.
ABC ALL MY CHILDREN SPECIAL(S)	2	2.00- 2.40PM	→GRID								10,810	12.9	8,720	10.4	33		TU-F
			2.30											10.3*	33*	10.3	TU-F
ABC ALL MY CHILDREN-SPECIAL(S)	2	2.01- 2.41PM	2.00								10,140	12.1	8,380	10.0	31	10.0	MON.
			2.15											10.0*	31*	9.9	MON.
			2.30											10.0*	31*	10.0	MON.
ABC ONE LIFE TO LIVE SPECIAL(S)	2	2.40- 3.20PM	→GRID								10,060	12.0	7,960	9.5	31		TU-F
			3.15											9.9*	32*	9.8	TU-F
ABC ONE LIFE TO LIVE-SPECIAL(S)	2	2.41- 3.21PM	2.30								9,130	10.9	7,210	8.6	27	8.8	MON.
			2.45											8.3*	26*	8.2	MON.
			3.00													8.9	MON.
			3.15											8.9*	27*	8.8	MON.
ABC ABC DAYTIME NEWSBRIEF-M-F	1	2.57- 2.59PM	2.45	6,540	7.8	6,290	7.5	25	7.5	M-F							
ABC GENERAL HOSPITAL-SPECIAL(S) CONT'D	2	3.21- 4.00PM	3.15								10,140	12.1	8,130	9.7	29	9.1	MON.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER HOURS)

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELE-CAST DAYS
DAY MONDAY-FRIDAY-CONT'D																	
ABC GENERAL HOSPITAL-SPECIAL(S)-CONT'D																	
			3.30													9.5	MON.
			3.45											9.9*	30*	10.3	MON.
ABC ABC DAYTIME NEWSBRIEF-SP.(S)	2	3.57- 3.58PM	3.45								8,380	10.0	8,380	10.0	30	10.0	W-F
ABC SUMMR OLYMS-FRI- 4:00PM-2(S)	2	4.00- 5.32PM	4.00								15,750	18.8	8,720	10.4	30	9.6	FRI.
			4.15											9.5*	30*	9.5	FRI.
			4.30													10.3	FRI.
			4.45											10.5*	31*	10.6	FRI.
			5.00													10.3	FRI.
			5.15											11.0*	30*	11.7	FRI.
			5.30													11.8	FRI.
ABC SUMMR OLYMS-MON- 4:00PM-2(S)	2	4.00- 5.30PM	4.00								17,010	20.3	9,720	11.6	34	10.2	MON.
			4.15											10.3*	32*	10.5	MON.
			4.30													10.8	MON.
			4.45											11.2*	33*	11.5	MON.
			5.00													12.6	MON.
			5.15											13.3*	37*	14.0	MON.
ABC SUMMR OLYMS-THU- 4:00PM-2(S)	2	4.00- 5.30PM	4.00								16,420	19.6	8,720	10.4	31	9.1	THU.
			4.15											9.3*	30*	9.4	THU.
			4.30													10.2	THU.
			4.45											10.4*	32*	10.5	THU.
			5.00													11.2	THU.
			5.15											11.7*	33*	12.1	THU.
ABC SUMMR OLYMS-TUE- 4:00PM-2(S)	2	4.00- 5.30PM	4.00								16,840	20.1	9,300	11.1	32	9.6	TUE.
			4.15											10.0*	31*	10.3	TUE.
			4.30													11.2	TUE.
			4.45											11.5*	34*	11.8	TUE.
			5.00													11.9	TUE.
			5.15											11.9*	33*	12.0	TUE.
ABC SUMMR OLYMS-WED- 4:00PM-2(S)	2	4.00- 5.30PM	4.00								16,090	19.2	8,880	10.6	31	9.8	WED.
			4.15											9.8*	30*	9.9	WED.
			4.30													10.2	WED.
			4.45											10.1*	30*	10.0	WED.
			5.00													11.6	WED.
			5.15											12.0*	33*	12.4	WED.
ABC ABC DAYTIME NEWSBRIEF-SP(S)	2	4.54- 4.55PM	4.45								9,300	11.1	9,300	11.1	32	11.1	TUE.
ABC ABC DAYTIME NWSBRIEF-SP.(S)	2	5.09- 5.10PM	5.00								10,730	12.8	10,730	12.8	36	12.8	MON.
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	1,340	1.6	1,090	1.3	20	1.2	M-F	1,170	1.4	920	1.1	16	1.0	M-F
			6.45						1.4	M-F						1.3	M-F
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	7,210	8.6	6,960	8.3	30	8.3	M-F	5,870	7.0	5,700	6.8	23	6.8	M-F
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,530	6.6	5,280	6.3	20	6.3	M-F	5,280	6.3	5,030	6.0	18	6.0	M-F
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30	1,340	1.6	1,010	1.2	15	1.0	M-F	1,340	1.6	920	1.1	13	.9	M-F
			6.45						1.3	M-F						1.4	M-F
NBC REAGAN POLITICAL-NBC(S)	1	8.55- 9.00AM	8.45	4,190	5.0	3,600	4.3	21	4.3	THU.							
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	4,190	5.0	4,190	5.0	17	5.0	MWF	4,360	5.2	4,360	5.2	17	5.2	MWF

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELE-CAST DAYS
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8:25AM		8.25- 8.29AM	8.15	2,430	2.9	1,930	2.3	23	2.3		1,840	2.2	1,510	1.8	18	1.8	
ABC MENUDO-10:25AM		10.25-10.29AM	10.15	4,690	5.6	4,110	4.9	21	4.9		4,110	4.9	3,600	4.3	17	4.3	
ABC MENUDO-11:55AM	1	11.55-11.59AM	11.45	4,190	5.0	3,770	4.5	17	4.5								
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	1,510	1.8	1,340	1.6	15	1.6		1,590	1.9	1,590	1.9	16	1.9	
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	3,180	3.8	2,930	3.5	17	3.5		3,350	4.0	3,100	3.7	17	3.7	
CBS IN THE NEWS-10.26AM		10.26-10.29AM	10.15	3,520	4.2	3,270	3.9	17	3.9		3,350	4.0	3,020	3.6	14	3.6	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	5,030	6.0	4,440	5.3	21	5.3		3,350	4.0	3,020	3.6	12	3.6	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	3,940	4.7	3,690	4.4	16	4.4		2,930	3.5	2,600	3.1	10	3.1	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	2,850	3.4	2,600	3.1	11	3.1		2,680	3.2	2,430	2.9	9	2.9	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	3,100	3.7	2,850	3.4	13	3.4		2,430	2.9	2,350	2.8	9	2.8	
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	1,930	2.3	1,930	2.3	23	2.3		2,430	2.9	2,430	2.9	28	2.9	
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	3,270	3.9	3,100	3.7	26	3.7		2,770	3.3	2,600	3.1	22	3.1	
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	5,780	6.9	5,610	6.7	29	6.7		5,030	6.0	4,940	5.9	23	5.9	
NBC ONE TO GROW ON-10:58AM		10.58-11.00AM	10.45	5,530	6.6	5,360	6.4	26	6.4		5,200	6.2	5,030	6.0	21	6.0	
NBC ONE TO GROW ON-12:28PM		12.28-12.30PM	12.15	3,180	3.8	3,020	3.6	13	3.6		2,930	3.5	2,770	3.3	11	3.3	
NBC NBC MAJOR LEAGUE PRE GAME	1	1.30- 1.47PM	→GRID 1.45	3,940	4.7	3,600	4.3	16	4.5								
	2	2.00- 2.17PM	→GRID 2.15								2,600	3.1	2,350	2.8	9	3.0	
											11,230	13.4	3,270	3.9	11		
DAY SUNDAY																	
CBS TALLADEGA-500(S)	1	1.00- 4.36PM	→GRID 4.30	9,300	11.1	3,440	4.1 5.3*	11 13*	5.3								
CBS MEMPHIS GOLF CLASSIC(SUN)(S)	2	3.30- 6.03PM	→GRID 6.00								6,120	7.3	2,010	2.4	6	3.2	
CBS HARTFORD OPEN-SUN.(S)	1	4.36- 6.08PM	→GRID 6.00	6,120	7.3	3,180	3.8 5.0*	9 11*	5.0								

 U.S. TV HOUSEHOLDS: 83,800,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

Nielsen Television Index

Bulletin

August 17, 1984

THE PRESIDENT'S JULY 24 PRESS CONFERENCE

President Ronald Reagan held a nationally televised press conference on Tuesday July 24, 1984, at 8:00-8:35PM NY Time.

NTI estimates of the audience reached by the combined facilities of the three national TV networks are as follows:

	Percent	Millions
Total Audience Households	33.7	28.2
Average Audience Households	28.2	23.6

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Nielsen Television Index

Correction Notice

A.C. Nielsen Company

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September 4, 1984

NIELSEN NATIONAL TV RATINGS REPORT
1ST REPORT FOR AUGUST 1984
July 23-August 5

Estimates of Total Audience for the Democratic National Convention 1984 were incorrectly reported on the 1st page of the Bulletin included in the above report. Below are the corrected data.

July 16 - 19, 1984

	Percent	Millions
Total Audience	~~76.2~~ 73.2	~~63.9~~ 61.3

See correction notice dated 12/21/84.

All other data are correct as reported.